

GOLD



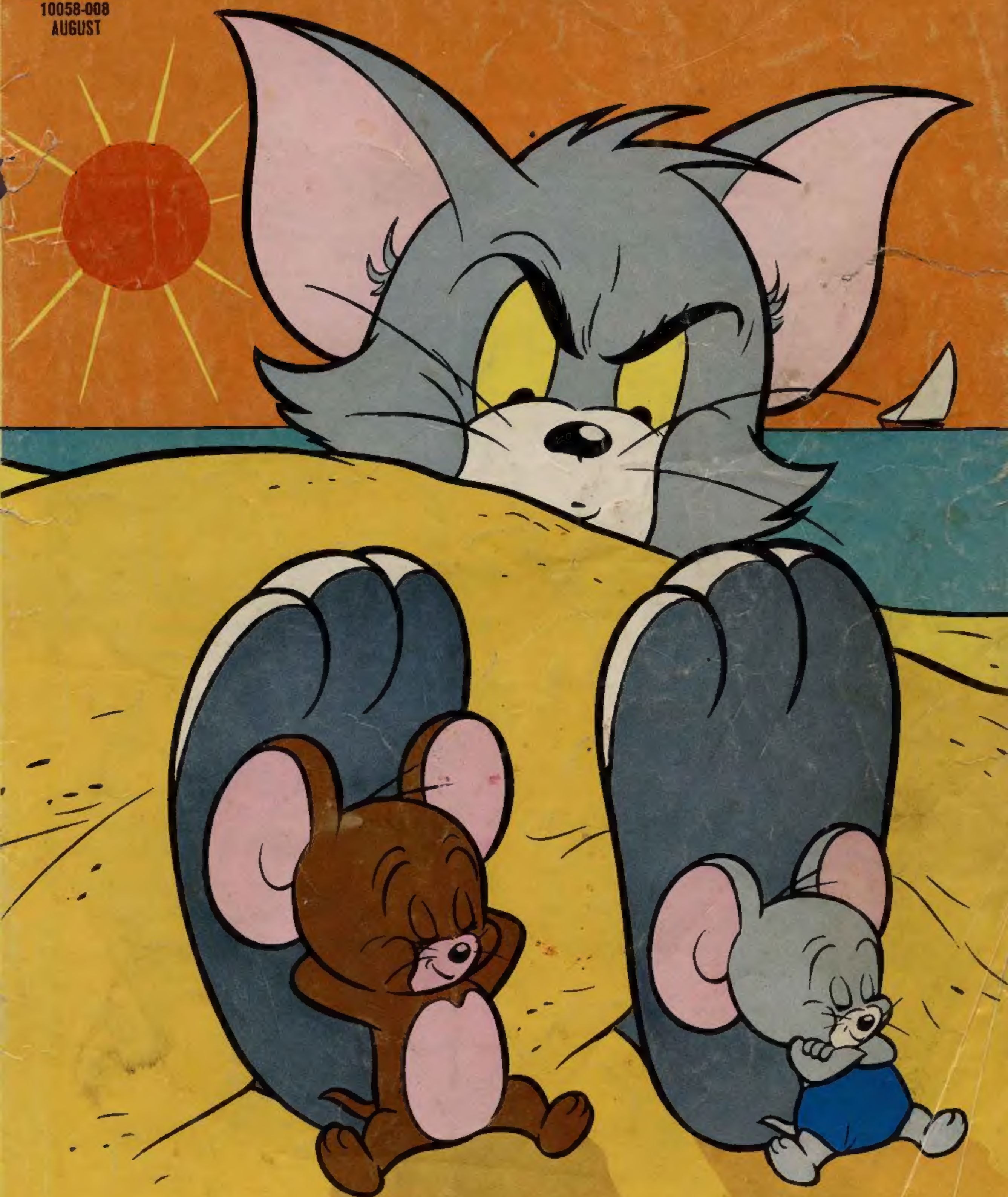
KEY

TOM AND JERRY


15c

# TOM and JERRY

10058-008  
AUGUST





# **GROW AMAZING LIVE** **SEA-MONKEYS®**

Just ADD WATER And You've Got  
**INSTANT PETS**

only  
**\$1.00**

You'll GASP WITH AMAZEMENT when you see the ACTUAL BIRTH of HUNDREDS of ADORABLE SEA-MONKEYS! Brought to LIFE in an INSTANT formula SO HIGHLY PERFECTED they're GUARANTEED to GROW, over HALF-A-MILLION PEOPLE of ALL ages have tested it...and to their delight, IT WORKED! NOW, these LOVEABLE new Mini-Pets can be YOURS!

## Right In YOUR Home—A SEA-CIRCUS!

Imagine the FUN of OWNING a whole tumbling, happy troupe of SEA-MONKEYS that are MORE LAUGHS than a ZOO FULL of chattering, leaping JUNGLE MONKEYS! And, they're so EAGER to please, they EASILY learn to obey YOUR commands! We TEACH YOU how to make them appear to DANCE to MUSIC, Loop-The-Loop, ride on each other like Cowboys on their ponies, swim in novel formations like Trained Seals...and MUCH more! They NEVER STOP entertaining and ALWAYS put on a thrilling "Variety Show" the WHOLE FAMILY can enjoy!

## WATCH AN AMAZING MIRACLE!

Your Sea-Monkeys will arrive SAFELY, sealed in UNHEARD OF "Time Capsule" EGGS that LIVE for 20 YEARS, yet—put them in water, and IN SECONDS the cutest pets you've ever seen HATCH ALIVE and start to SWIM even though they're just BABIES! Best of ALL, you get BOTH SEXES, so when they are FULLY GROWN you can breed MORE to give as gifts or even SELL if you wish!

## GUARANTEED FOR LIFE!

NOTE: Sea-Monkeys are SO EASY to handle and raise by ANYONE, you get a unique Guarantee GOOD FOR A LIFE-TIME that INSURES your FREE REPLACEMENT of these PROFITABLE pets, FOREVER!



★★★★★★★★★★★★★★★★★★★★

NATURE HOUSE 4 E. 46 St., New York, N.Y. 10017

**FREE** With EACH order you get a magnificent, FULLY-ILLUSTRATED BOOK of Instructions, Tricks, Training and Amazing Life History of Sea-Monkeys, a package of "Instant Life" Water Purifier, PLUS, a full ONE YEAR supply of special Sea-Monkey GROWTH FOOD to feed your fantastic pets! Remember, Sea-Monkeys are GUARANTEED to LIVE and GROW or your MONEY-BACK! To order, RUSH your Name, Address and ONLY \$1.00 plus 25 cents for postage and handling. Don't wait—your MONEY REFUNDED IN FULL if you are not completely satisfied!

## MONEY-BACK GUARANTEE

NATURE HOUSE Dept. GK-6  
 4 East 46 St.  
 New York, N.Y. 10017

It sounds GREAT! Please send my Sea-Monkey kit(s) and my FREE supplies. I must be 100% satisfied or you will promptly refund my money. I enclose \$1.00 plus 25c shipping charges for each kit.

Send \_\_\_\_\_ kit(s) ☐ Cash ☐ Check

☐ Money Order (No C.O.D.'s please)

Total Amount enclosed \$ \_\_\_\_\_

Please Print Clearly

Name .....

Address .....

City .....

State ..... Zip .....

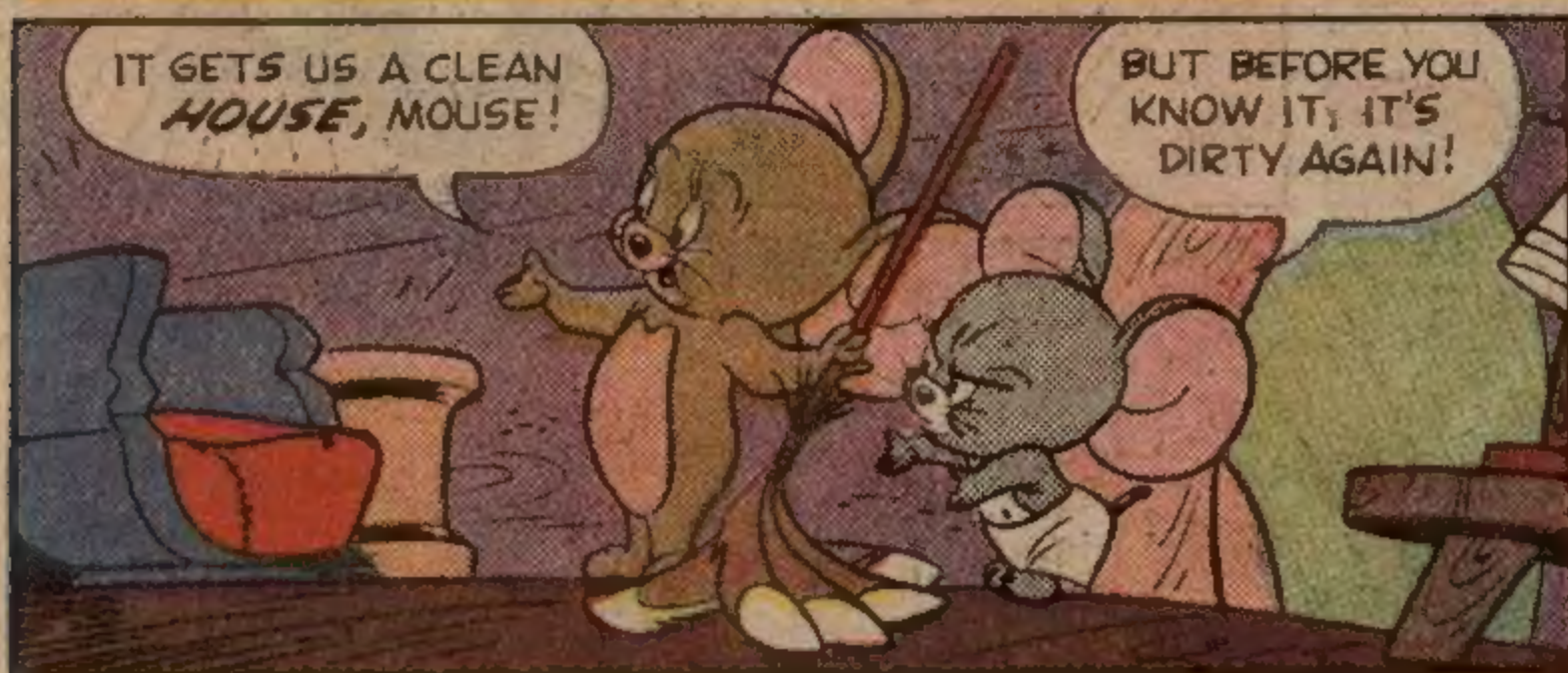
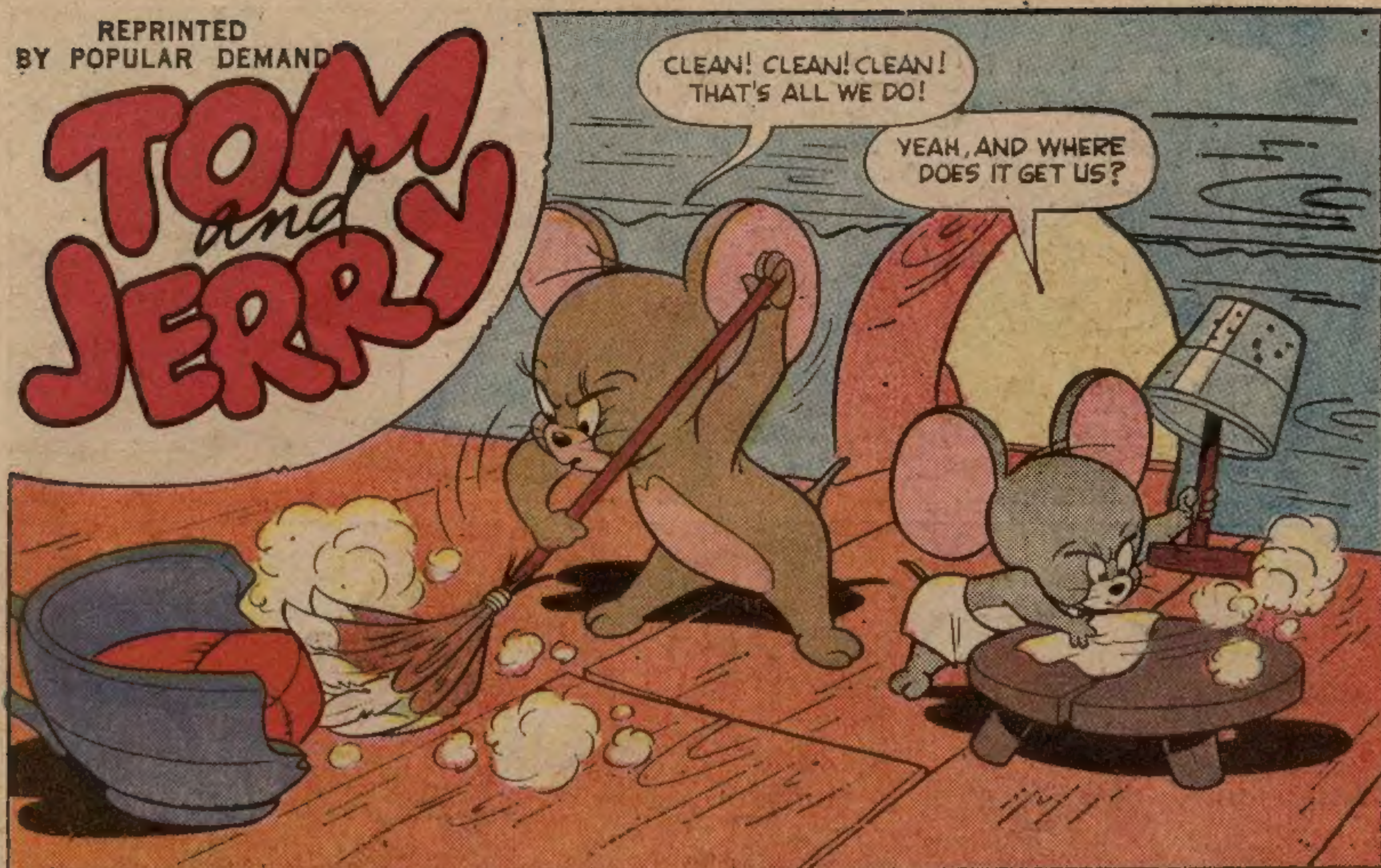
☐ RUSH ORDERS 50¢ extra

© 1969 H.T.I.



REPRINTED  
BY POPULAR DEMAND

# TOM and JERRY



10058-008  
T.J. #252-706

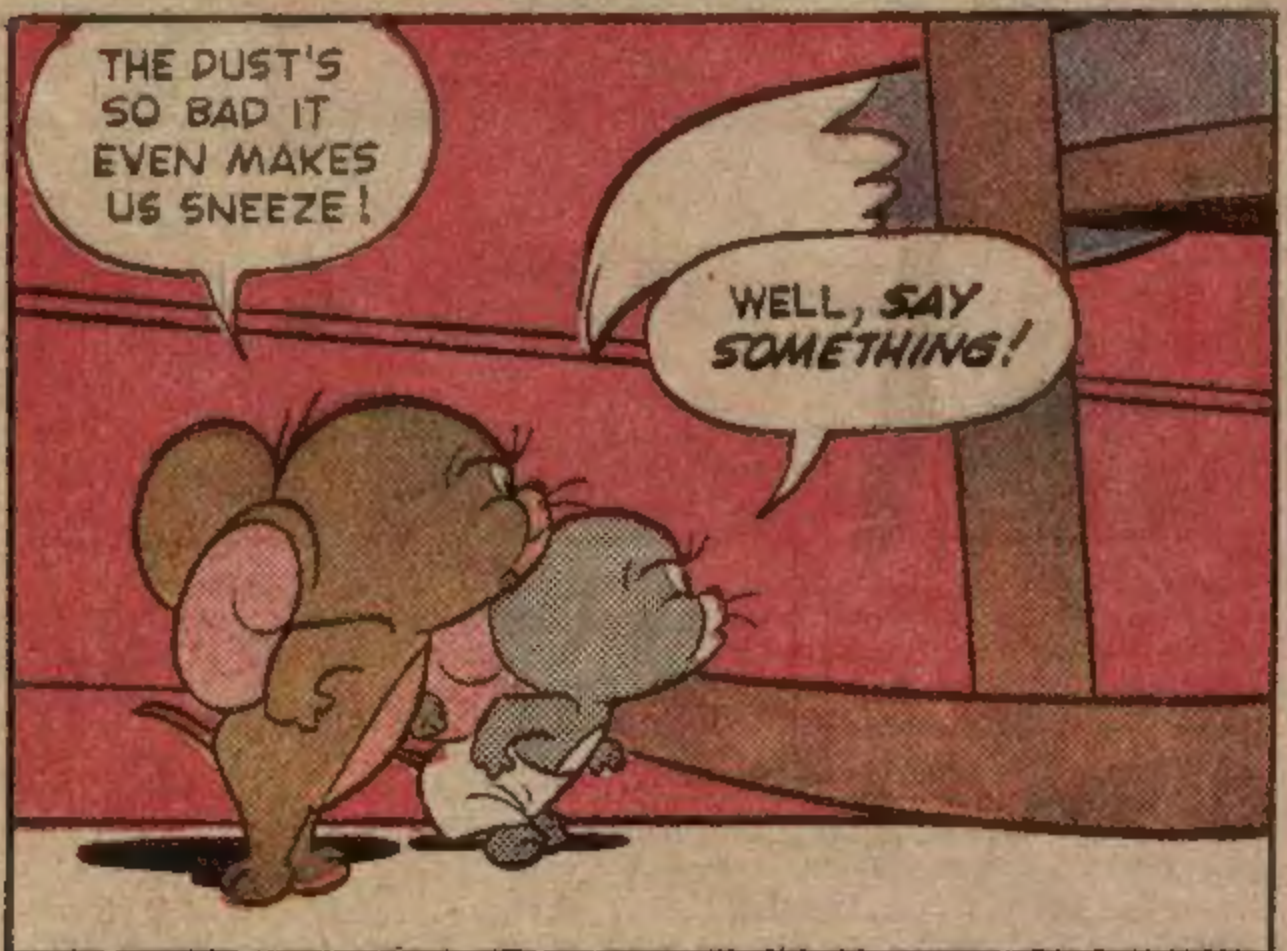
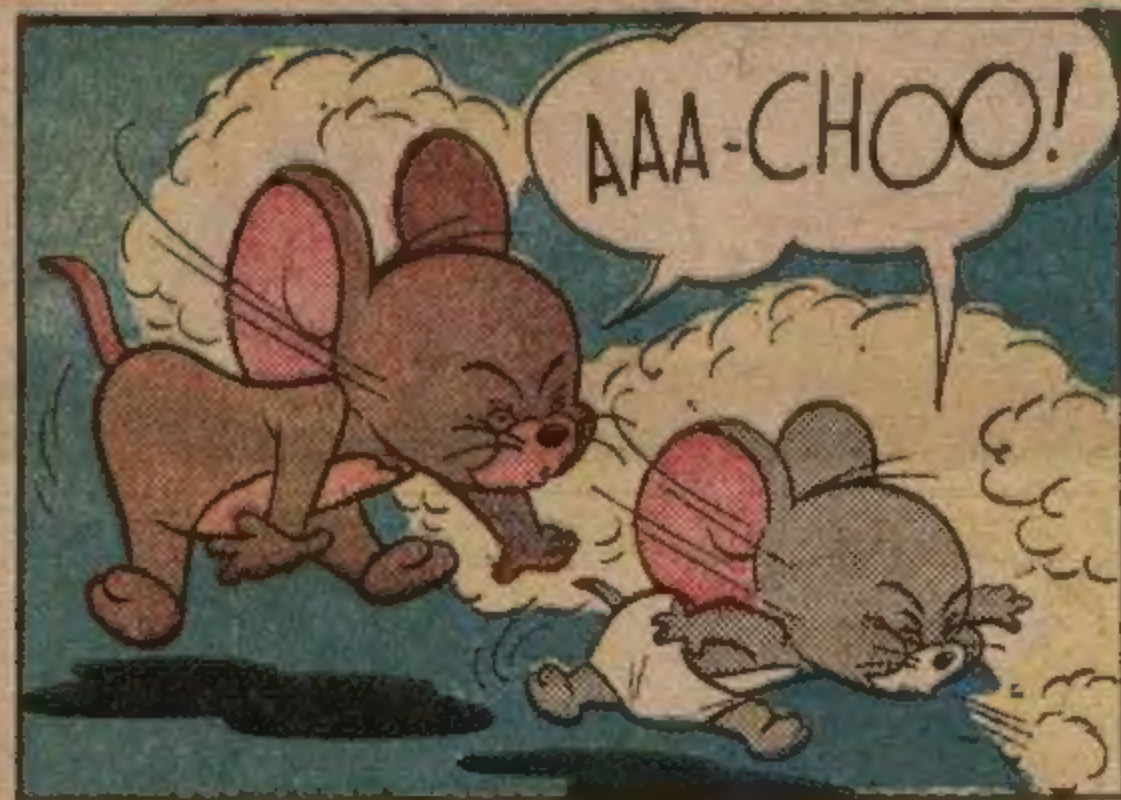
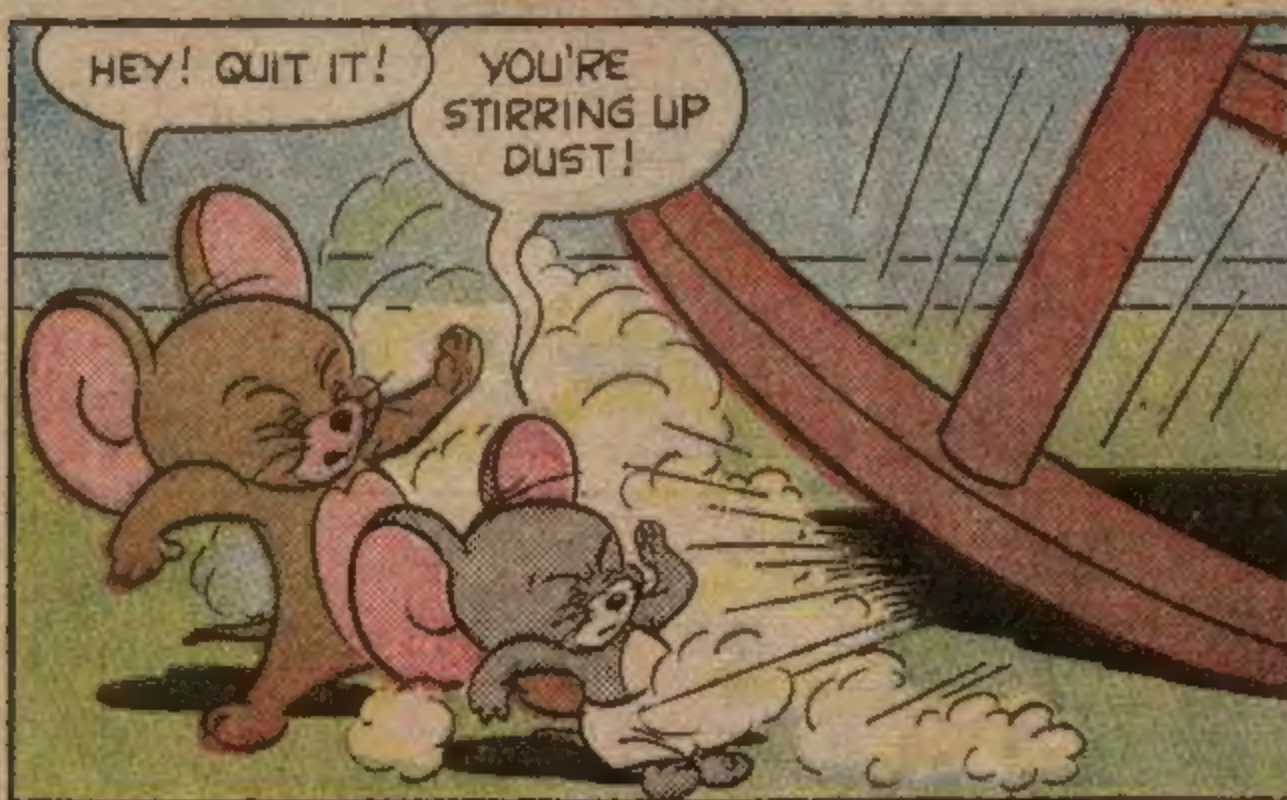
POSTMASTER: Please send notice on Form 3579 to Western Publishing Company, Inc., North Road, Poughkeepsie, New York 12602.  
TOM AND JERRY, No. 252, August, 1970. Published bi-monthly by Western Publishing Company, Inc., North Road, Poughkeepsie, New York, 12602. Second-class postage paid at Poughkeepsie, New York. Subscription price in the U.S.A. \$1.00 per year; foreign subscriptions \$1.55 per year; Canadian subscriptions \$1.30 per year. All rights reserved throughout the world. Authorized edition. Printed in U.S.A.  
Copyright © 1970, by Metro-Goldwyn-Mayer Inc.; Copyright © 1958, 1957, 1956, 1955, by Loew's Incorporated.

GOLD KEY & DESIGN is a Trademark of Western Publishing Company, Inc.

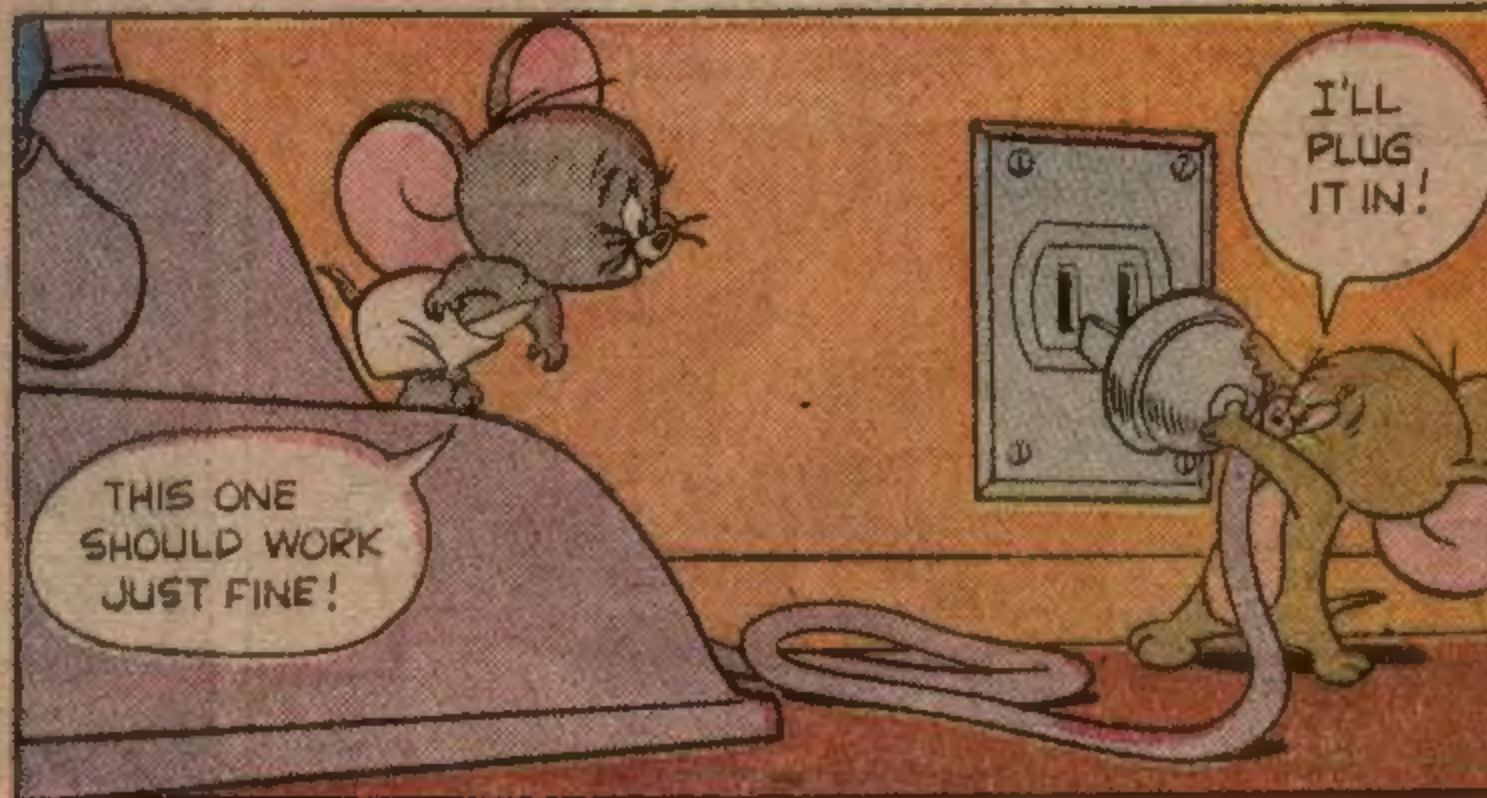
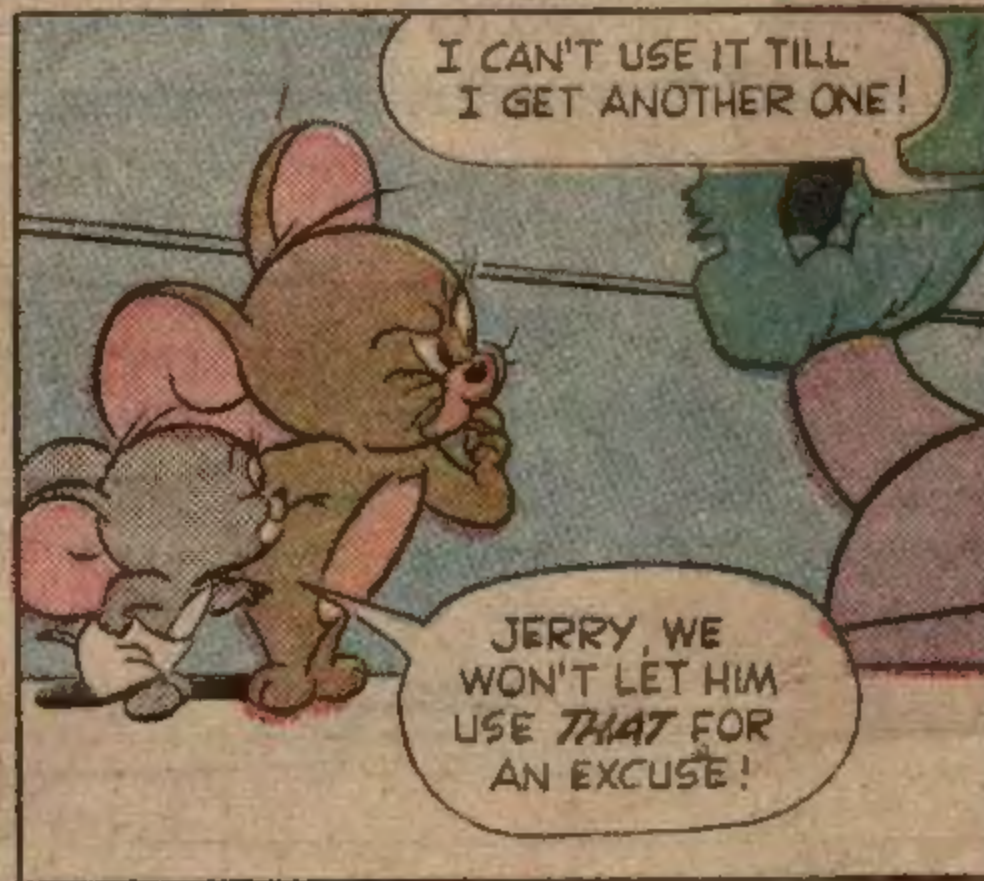
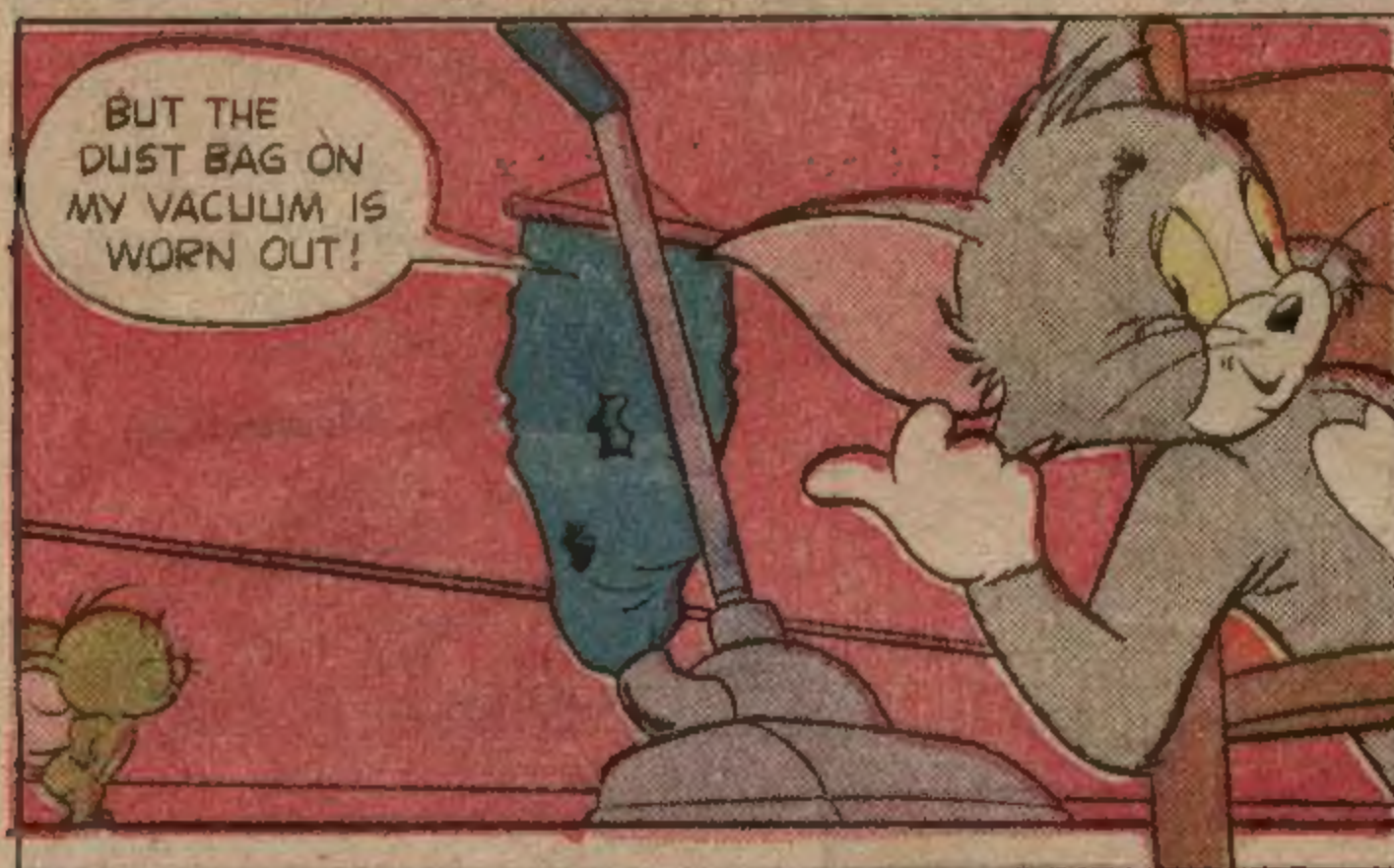
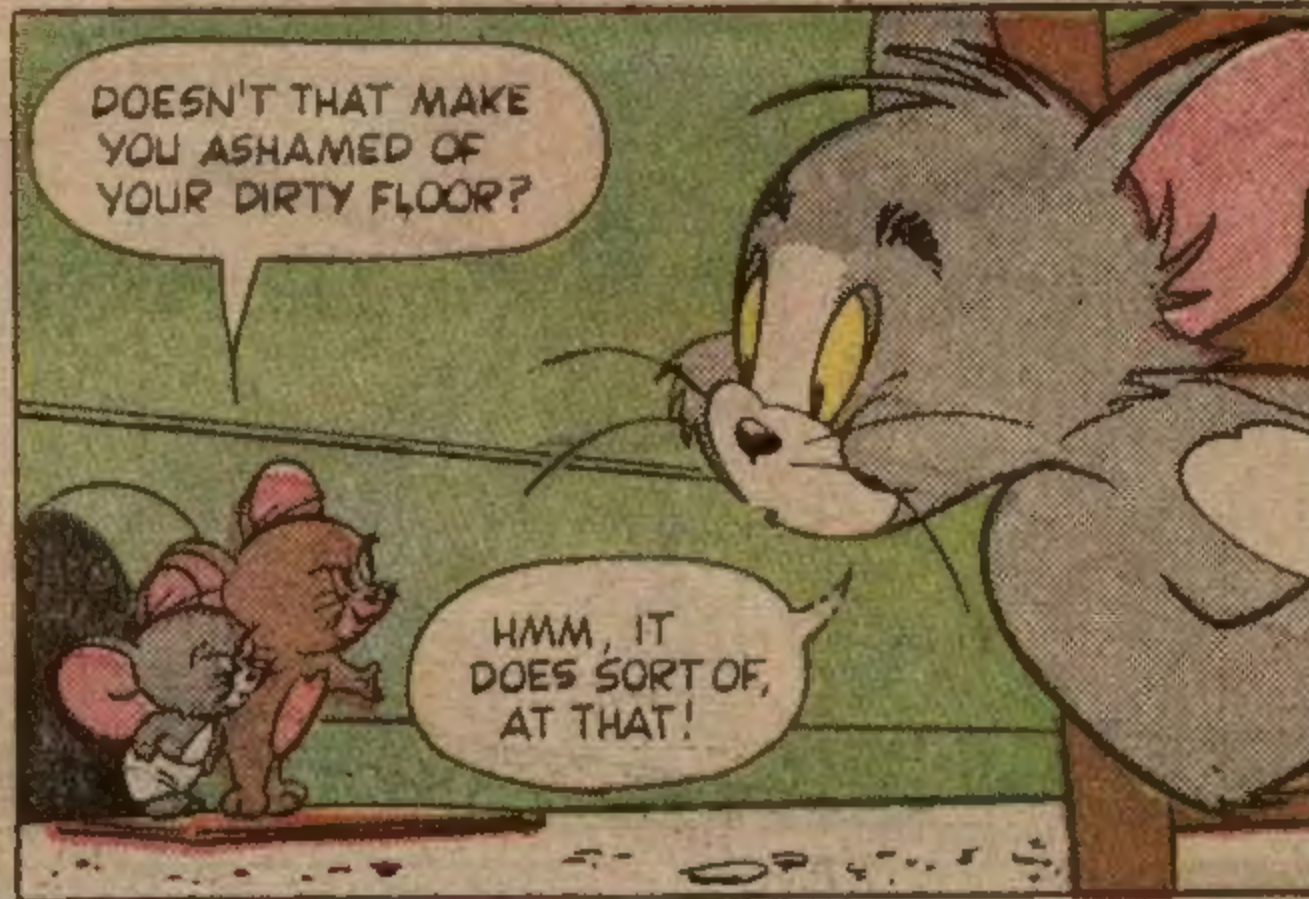
CHANGE OF ADDRESS should reach us six weeks in advance of the next issue date. Give both your old and new address enclosing if possible your old address label.

This Periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to nor as part of any advertising, literary or pictorial matter whatsoever.

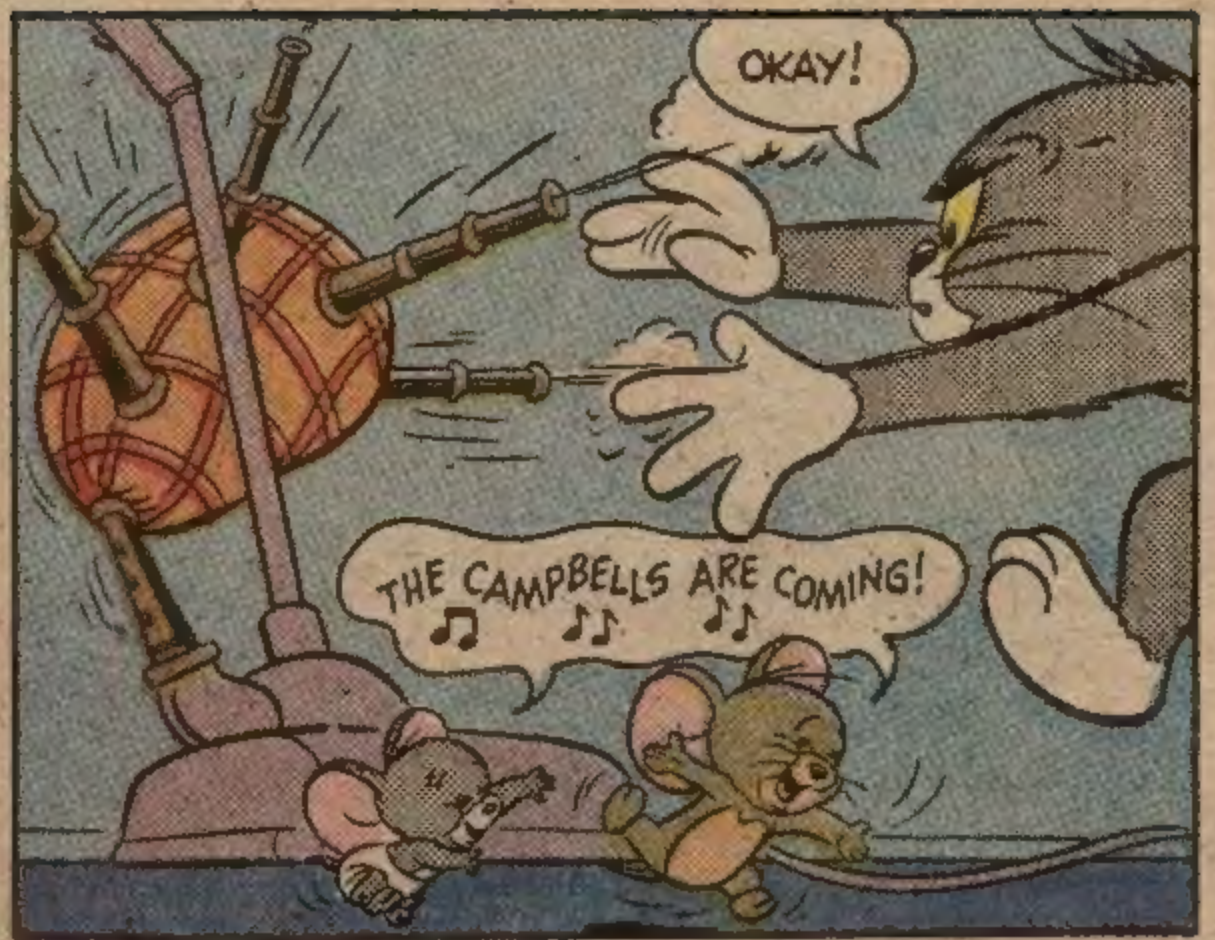




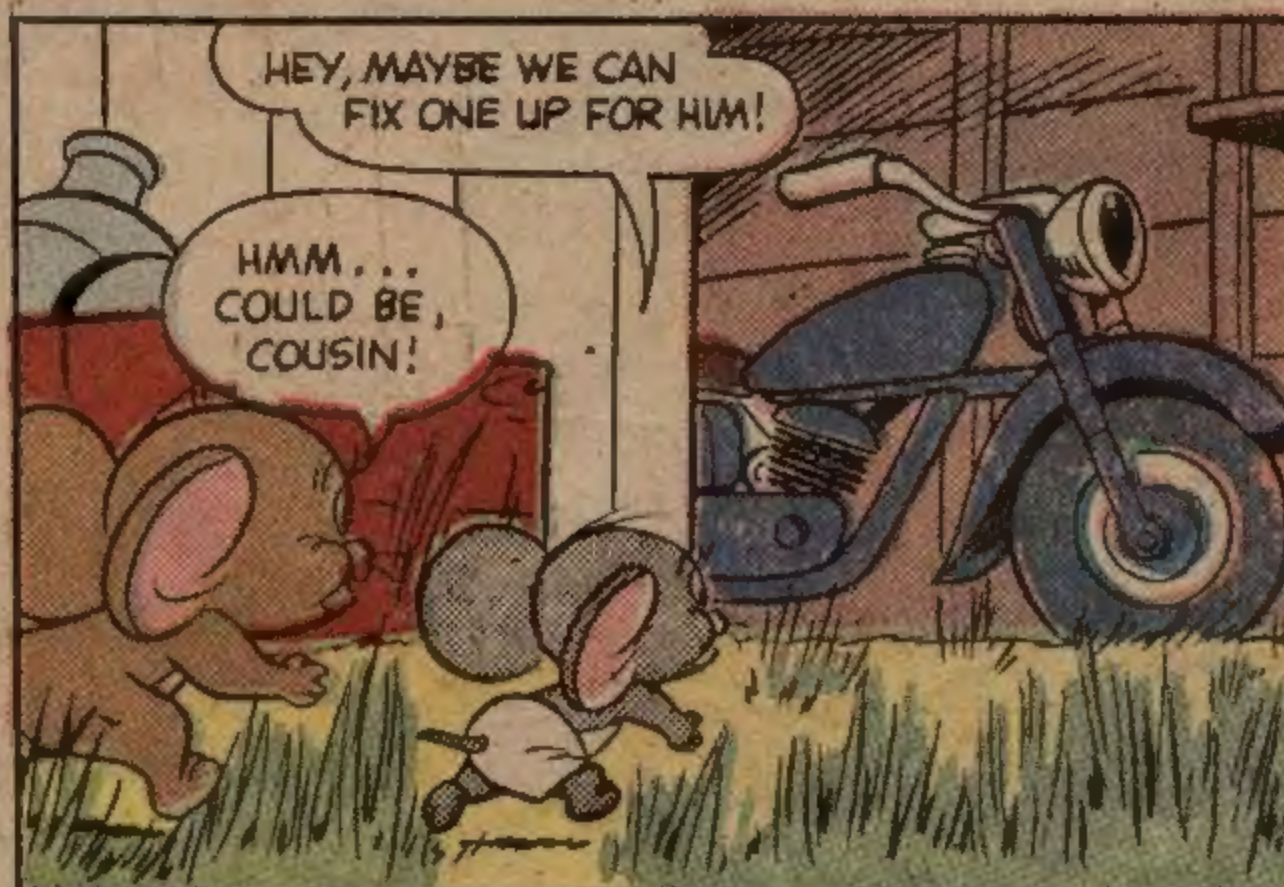
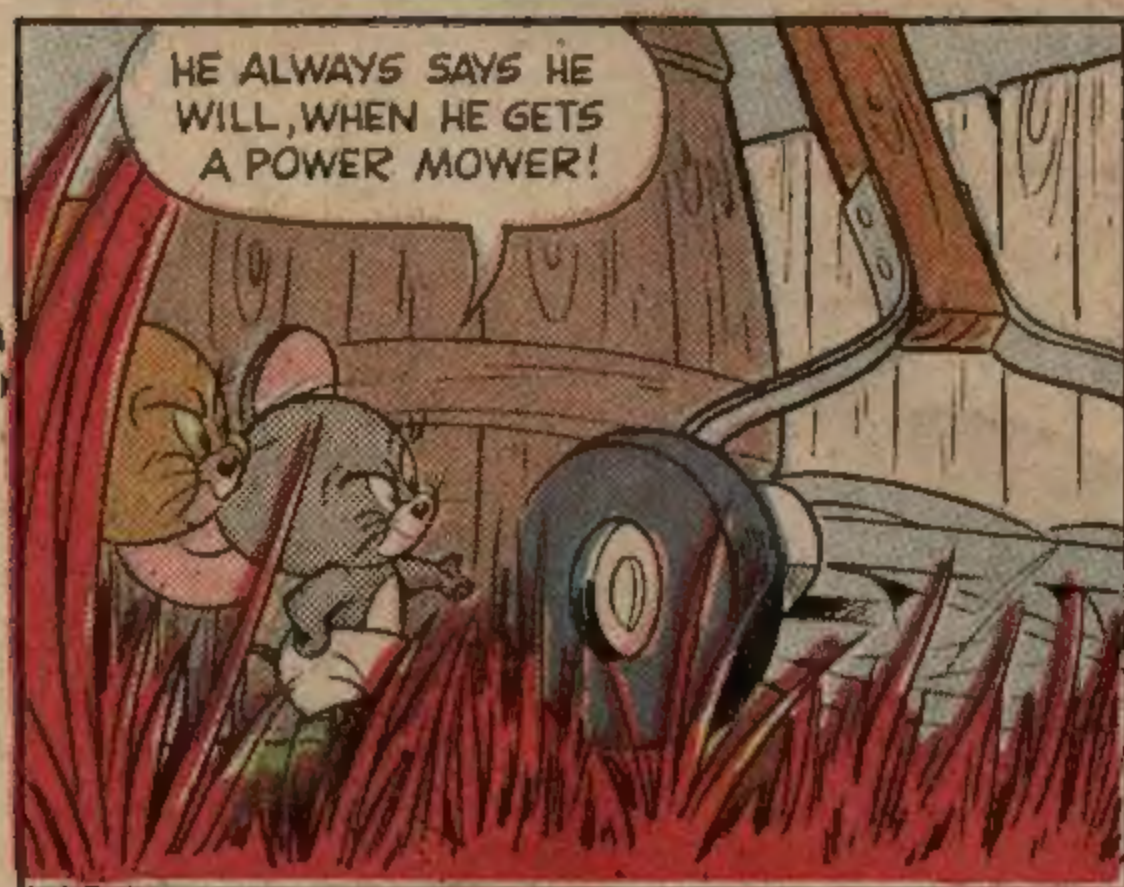
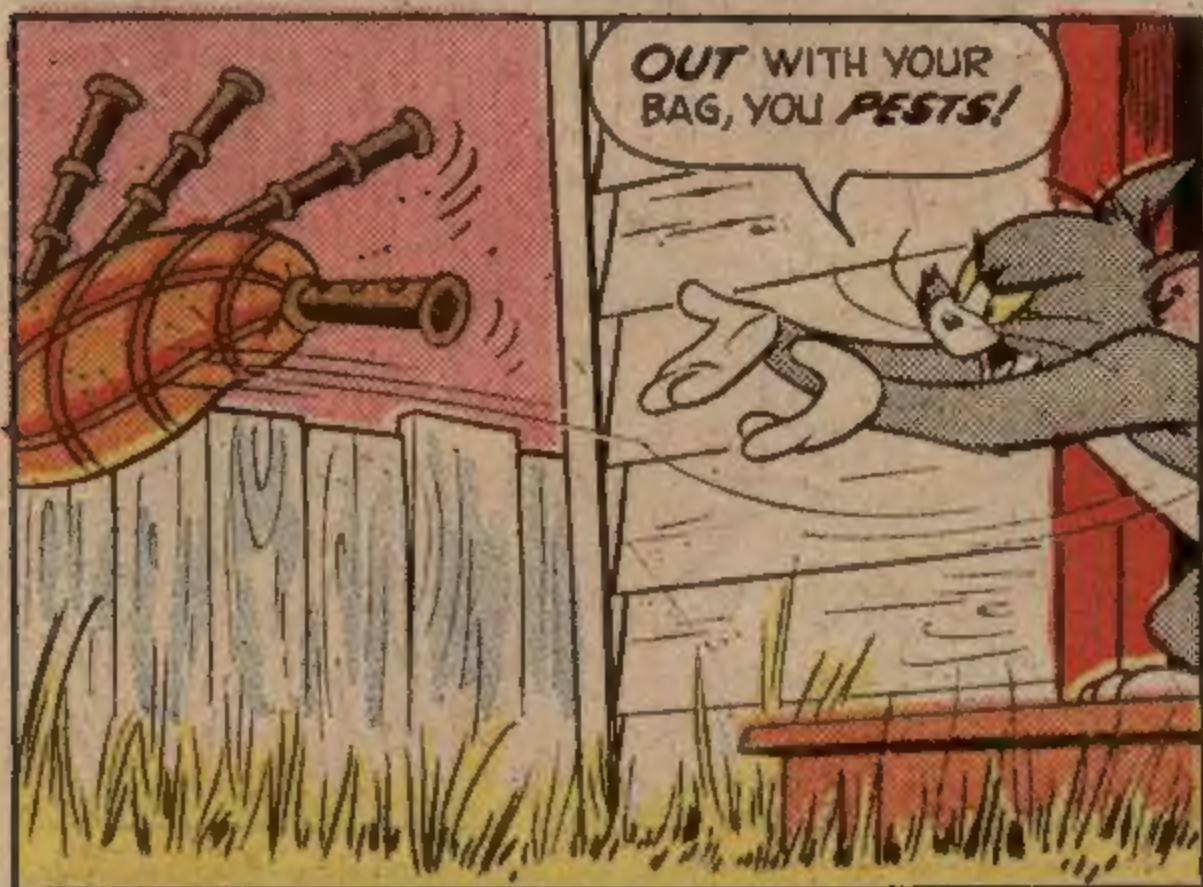
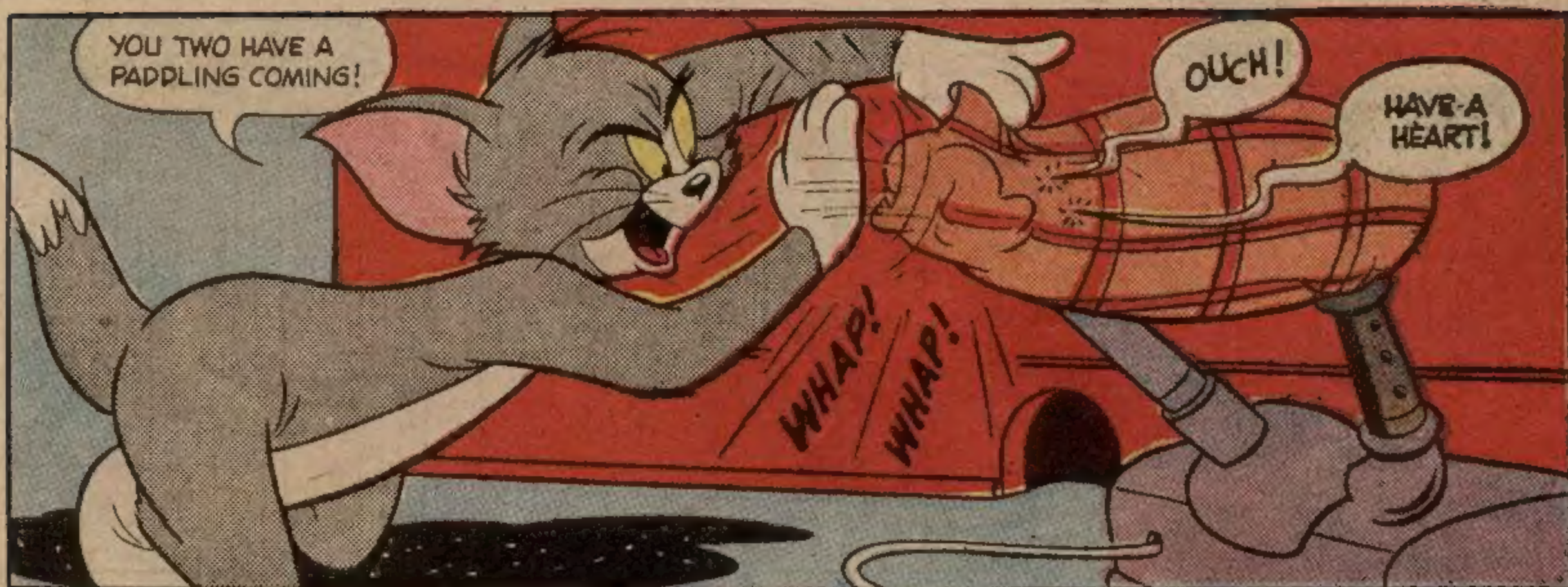




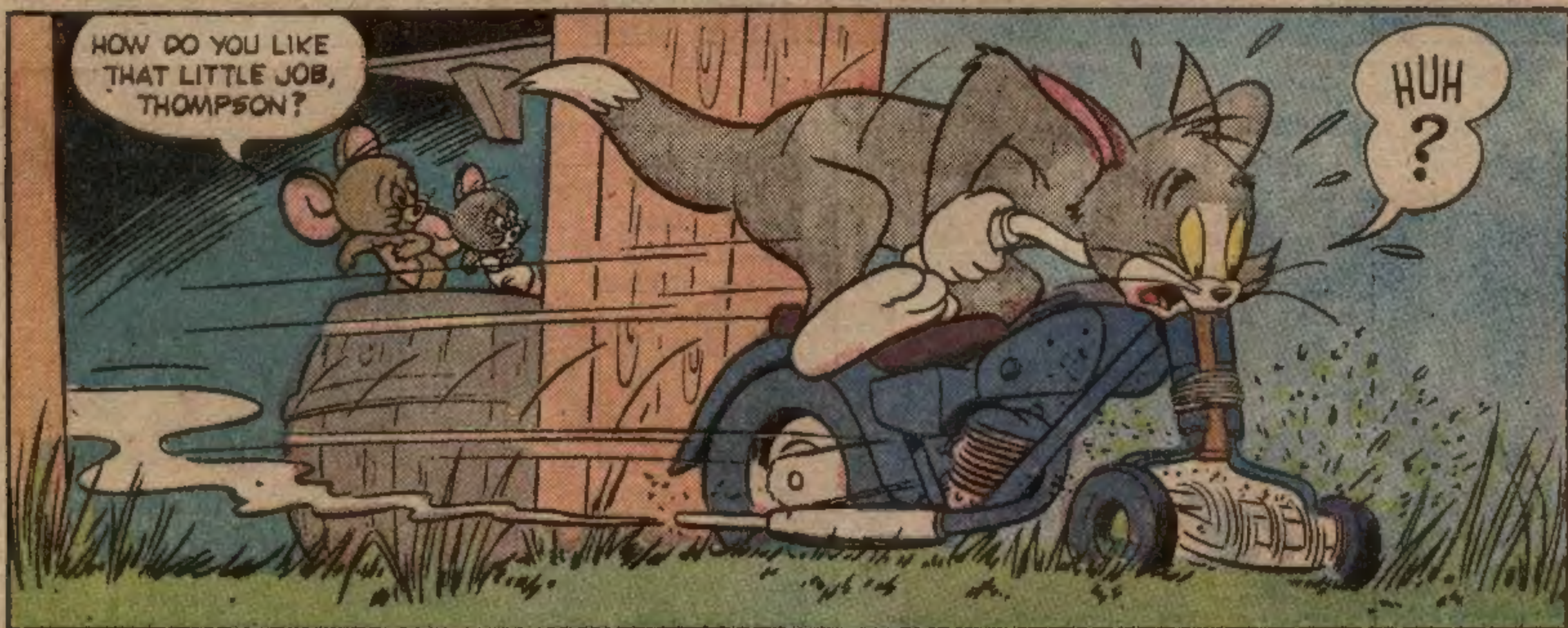
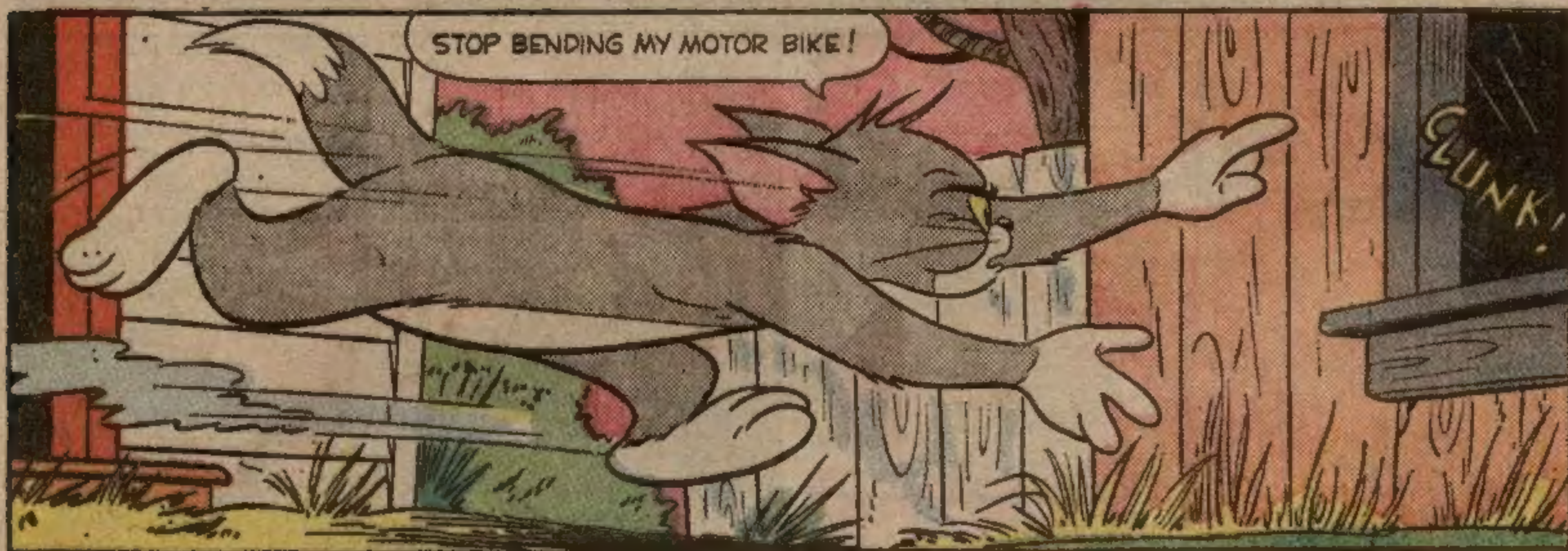
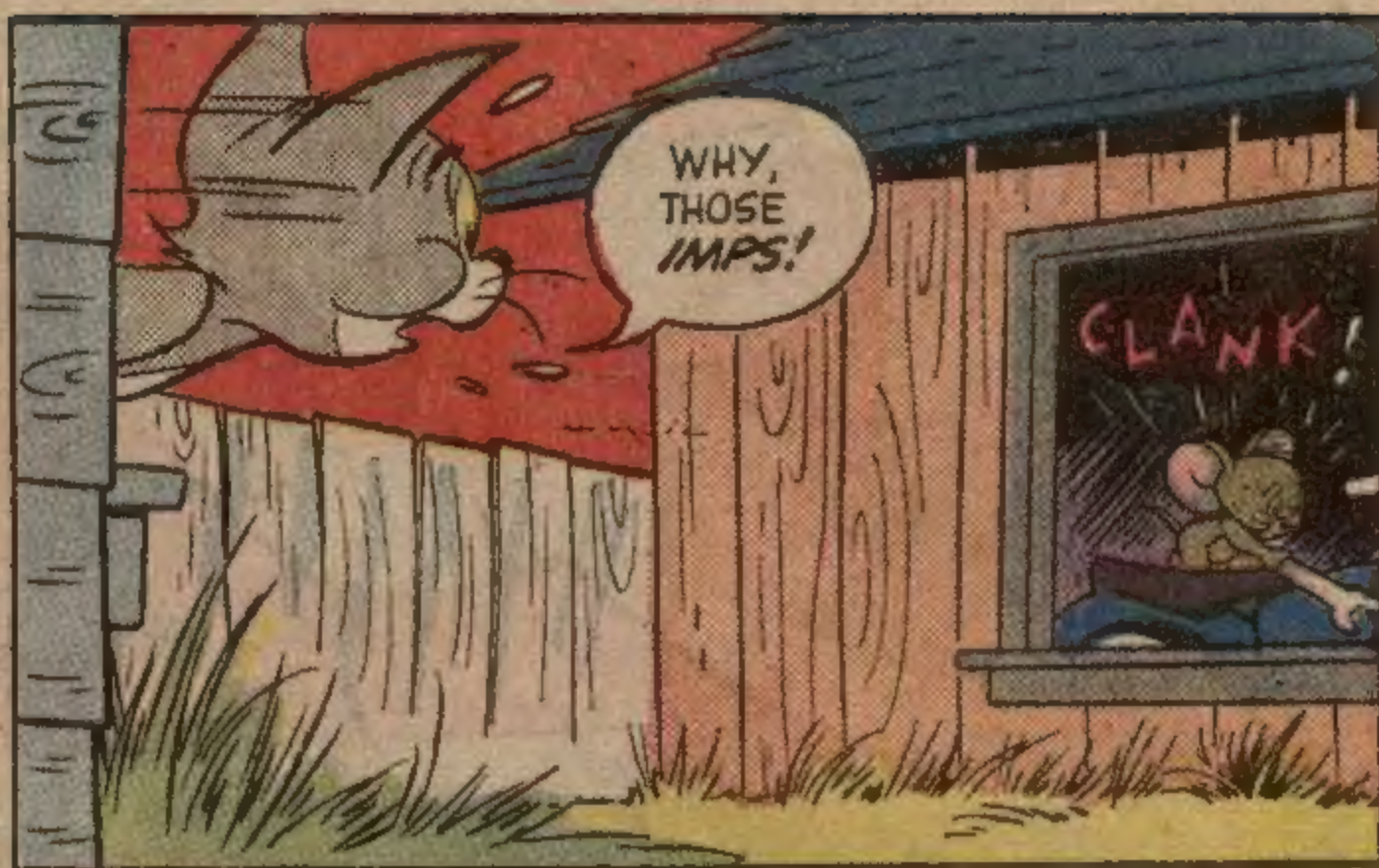
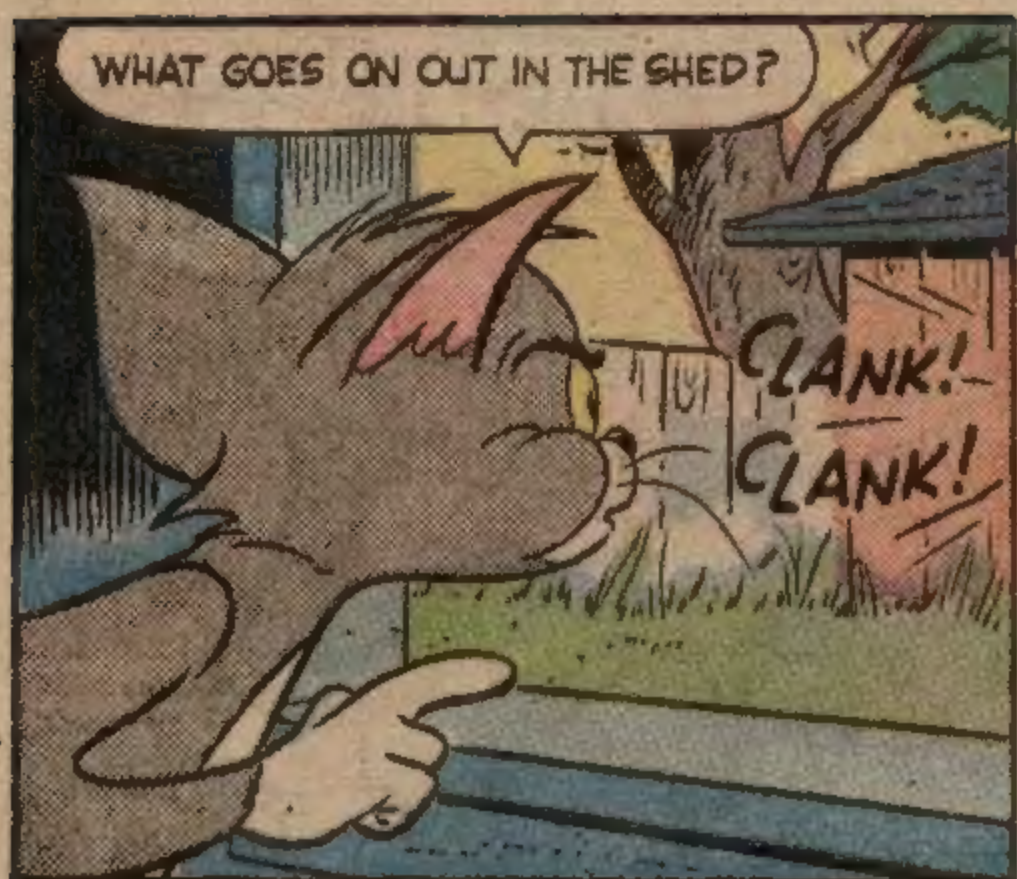




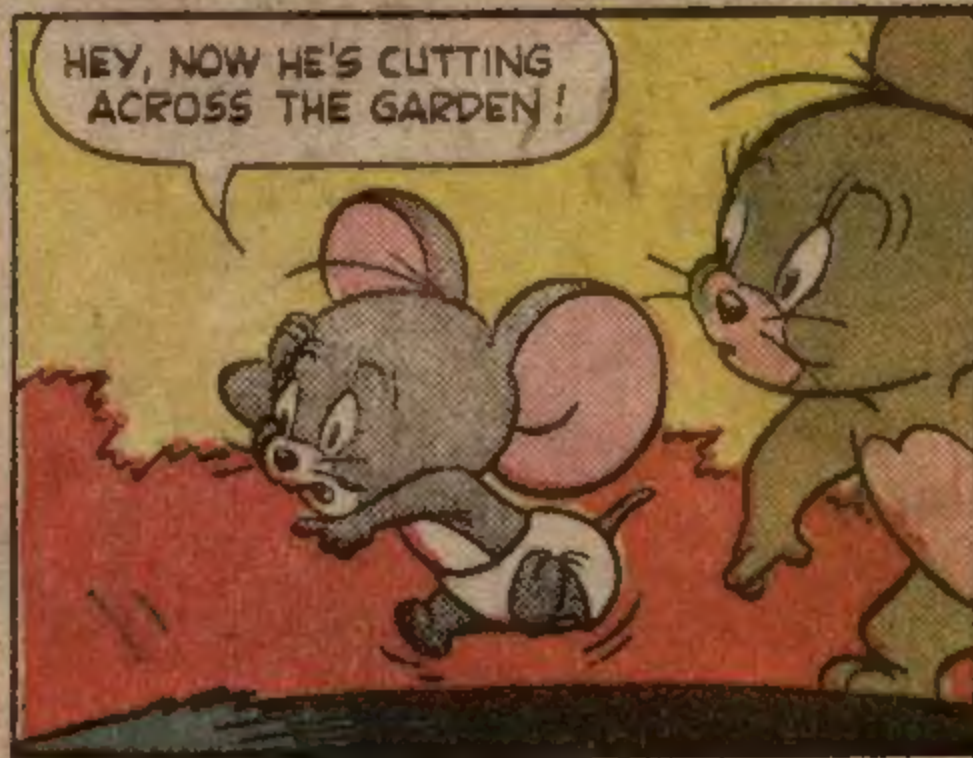
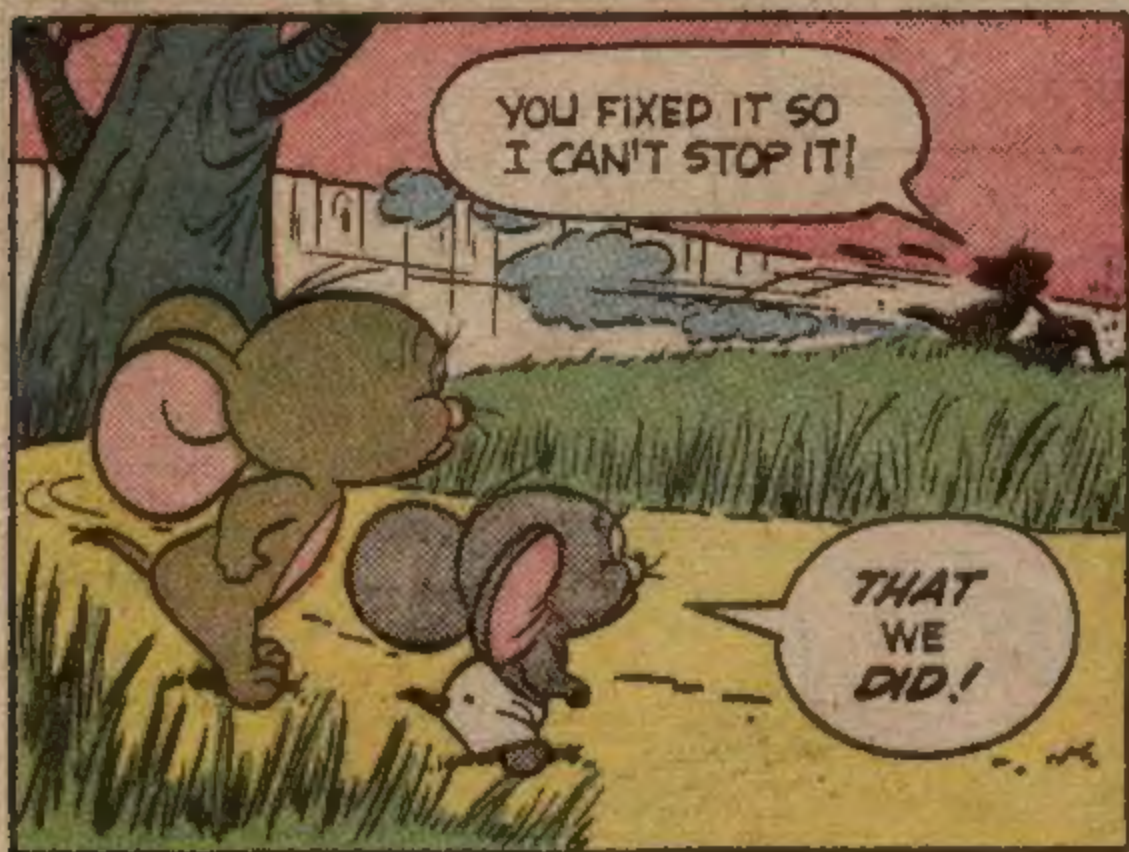




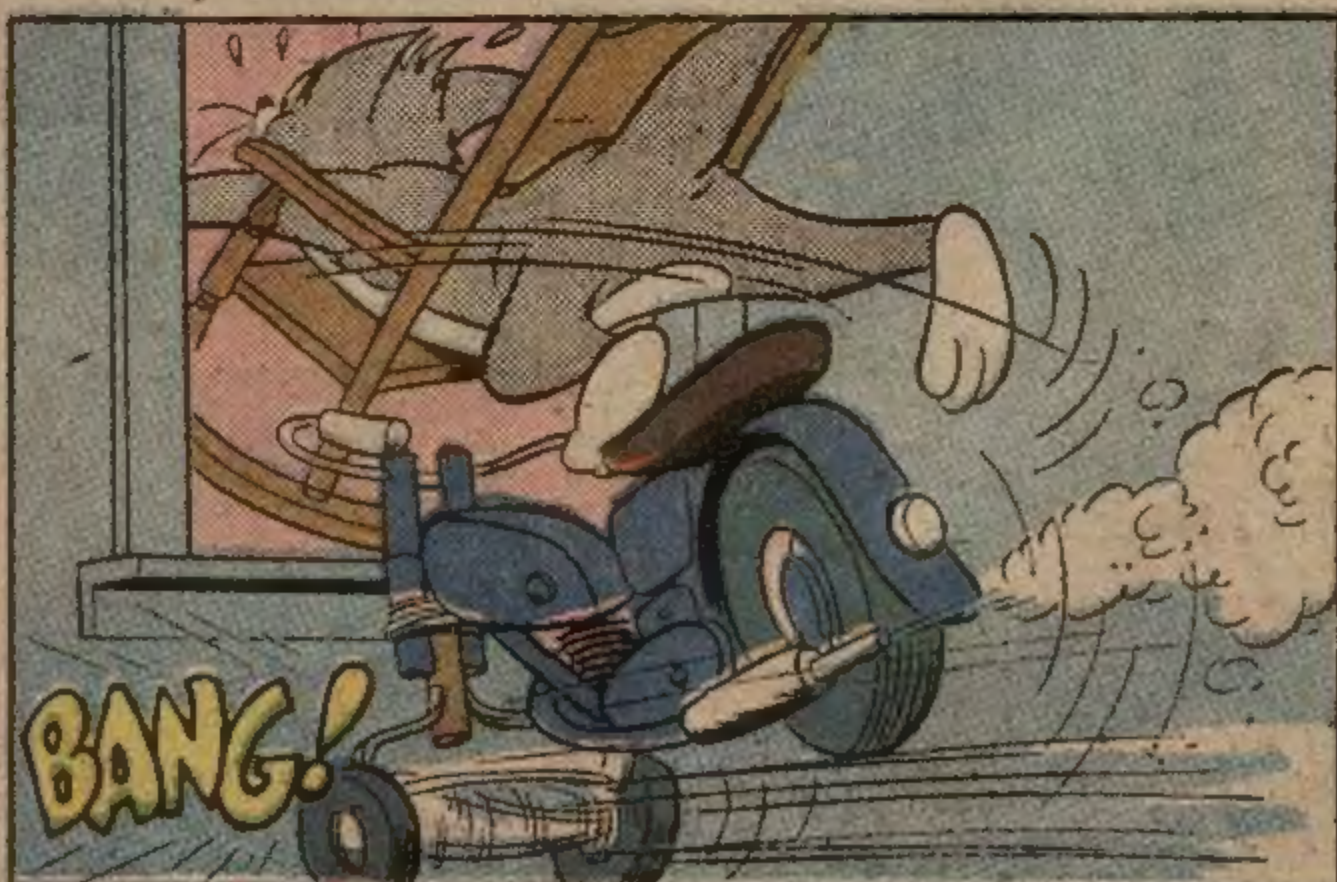
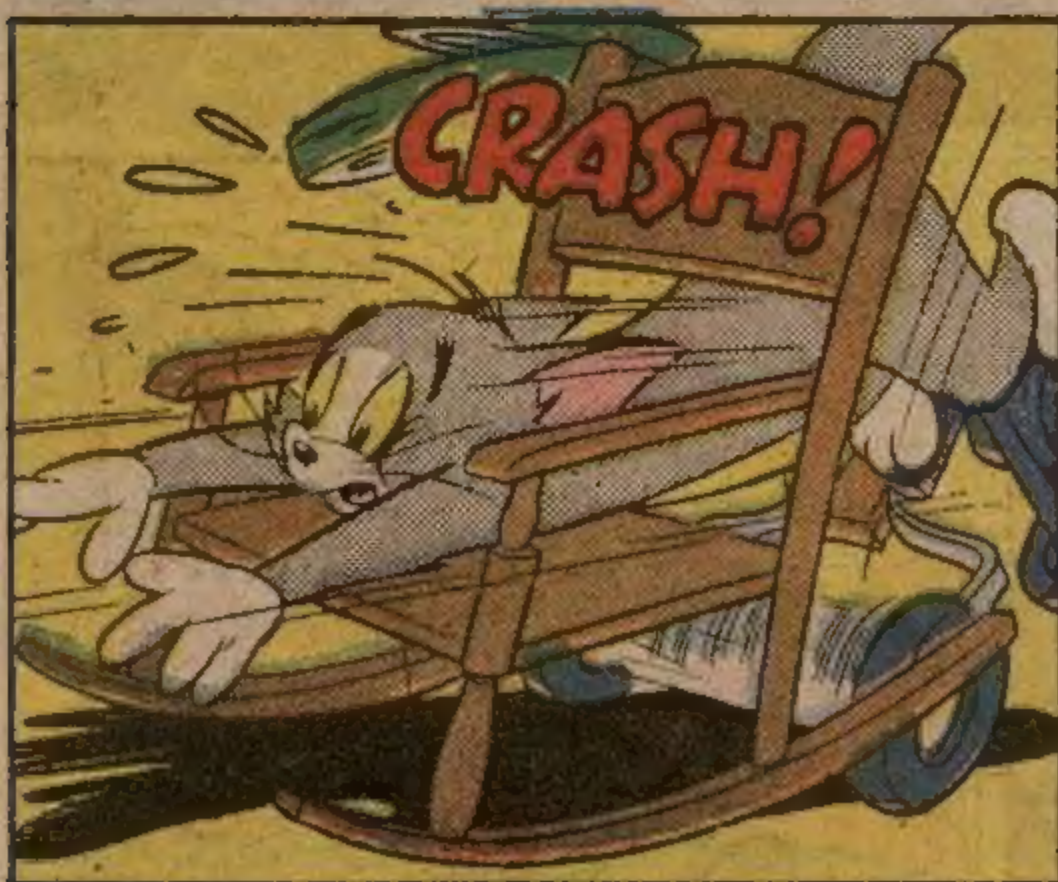
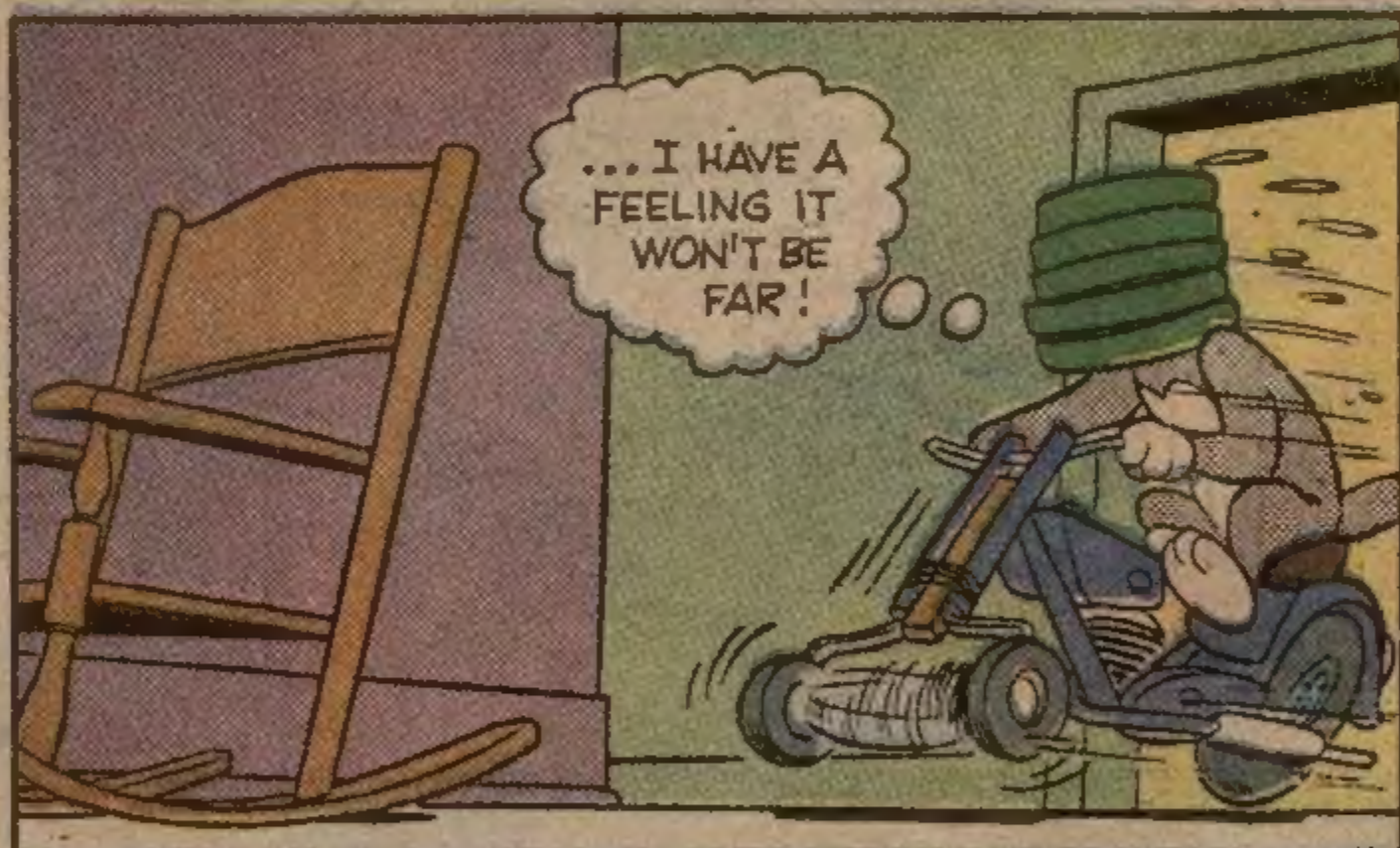
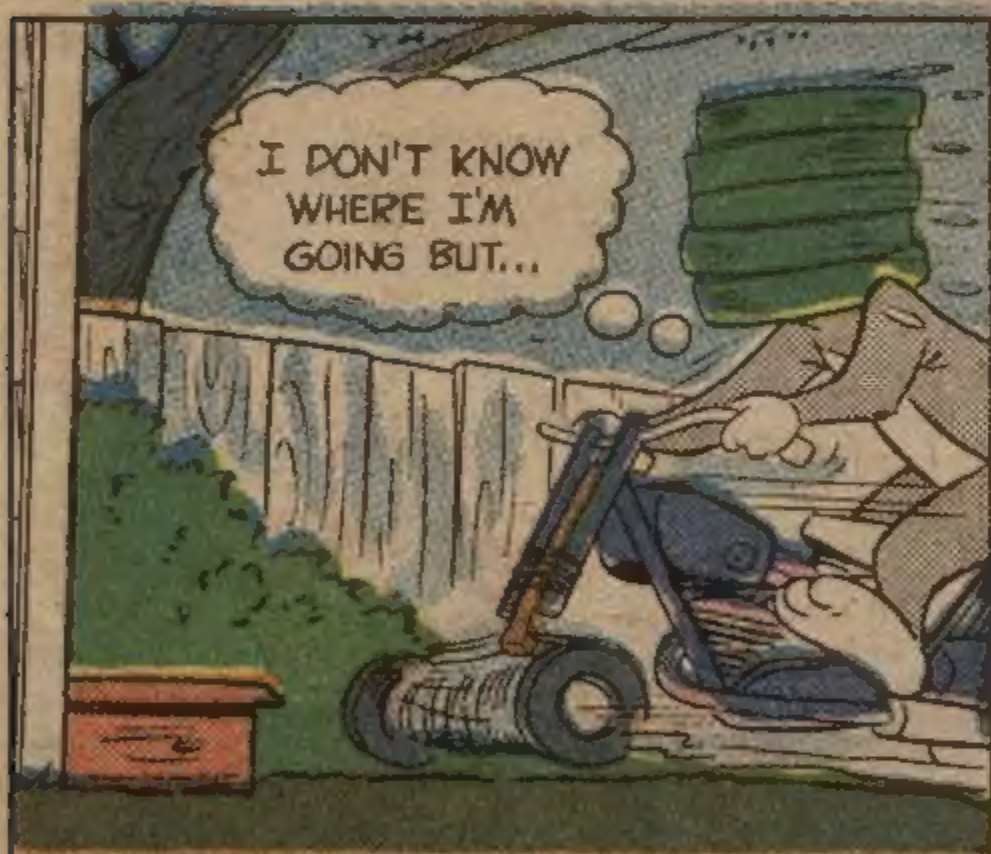
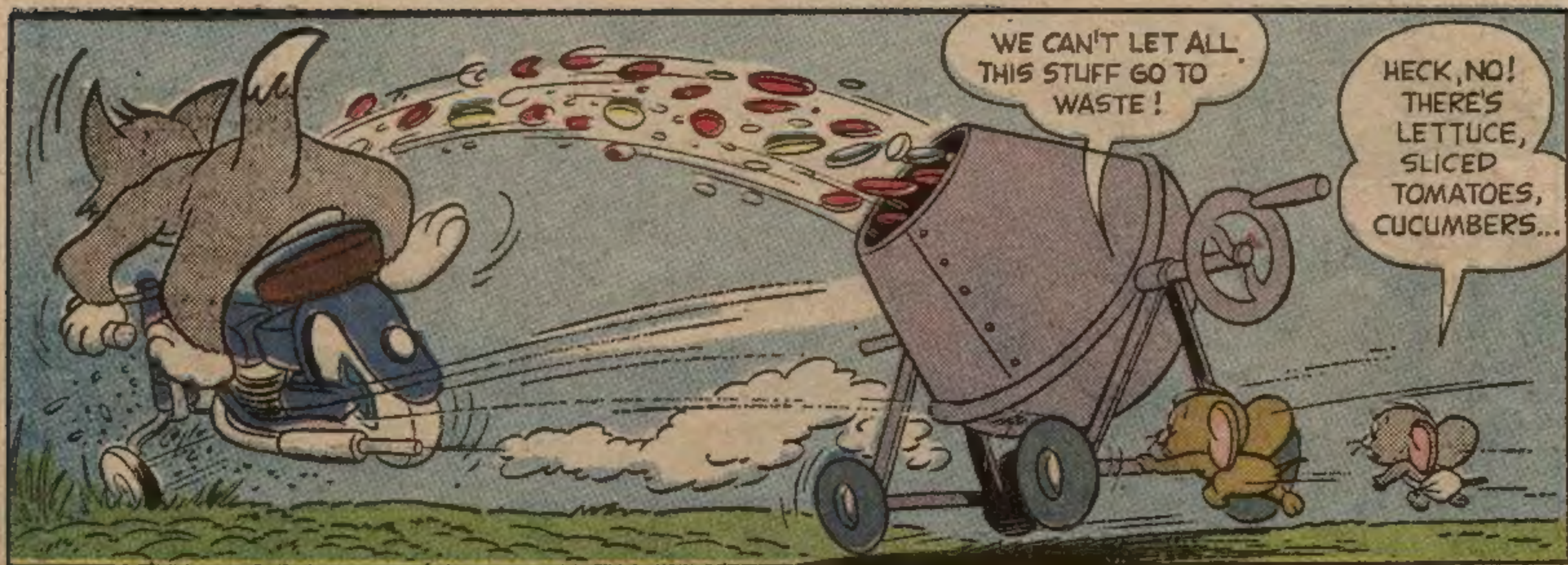




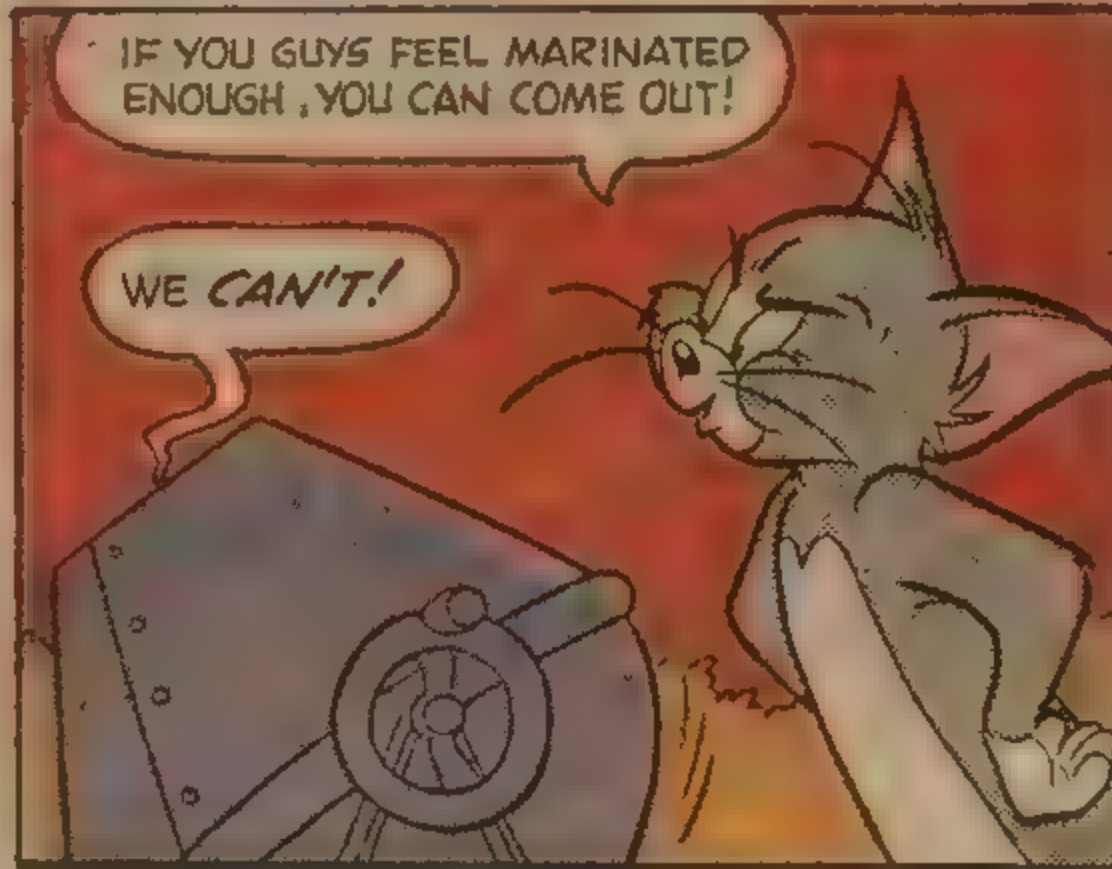
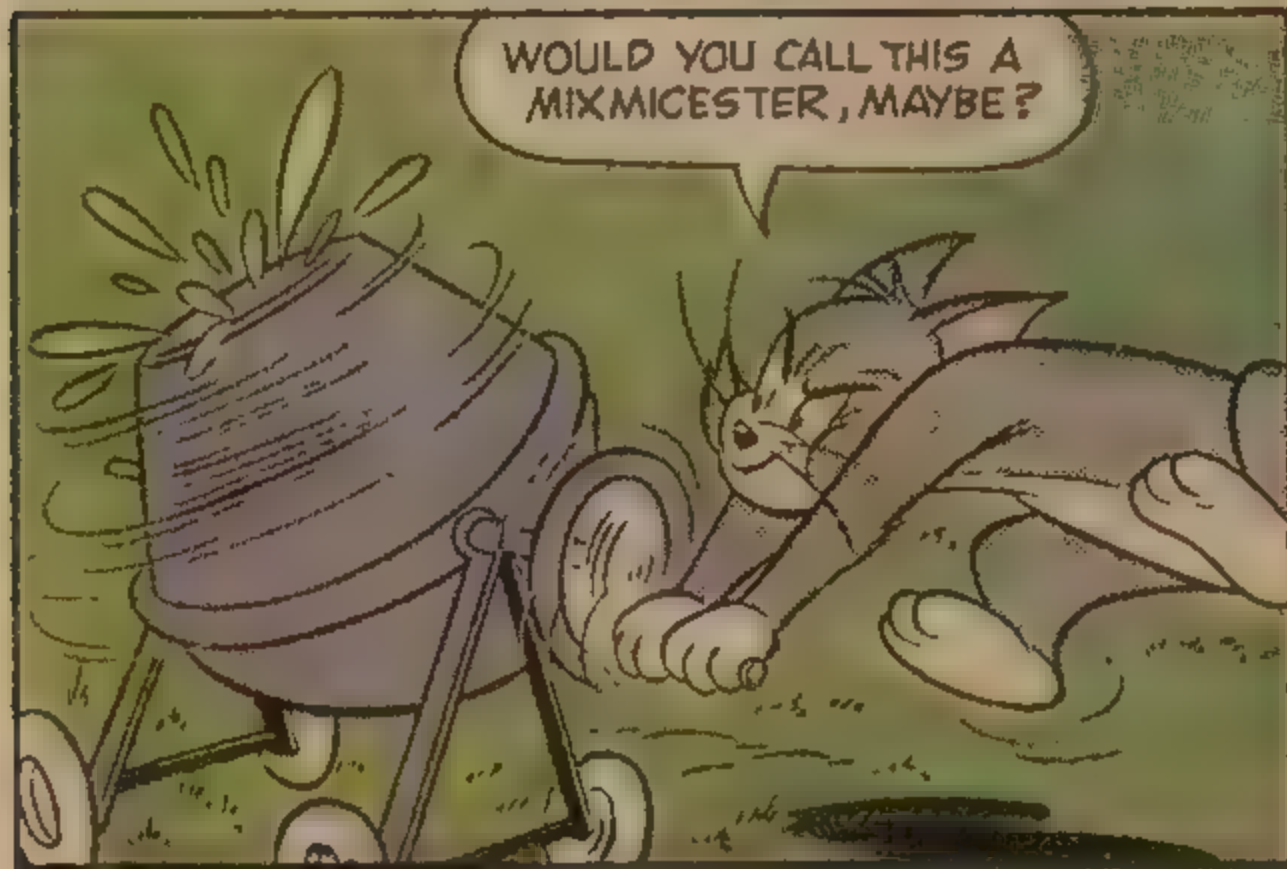
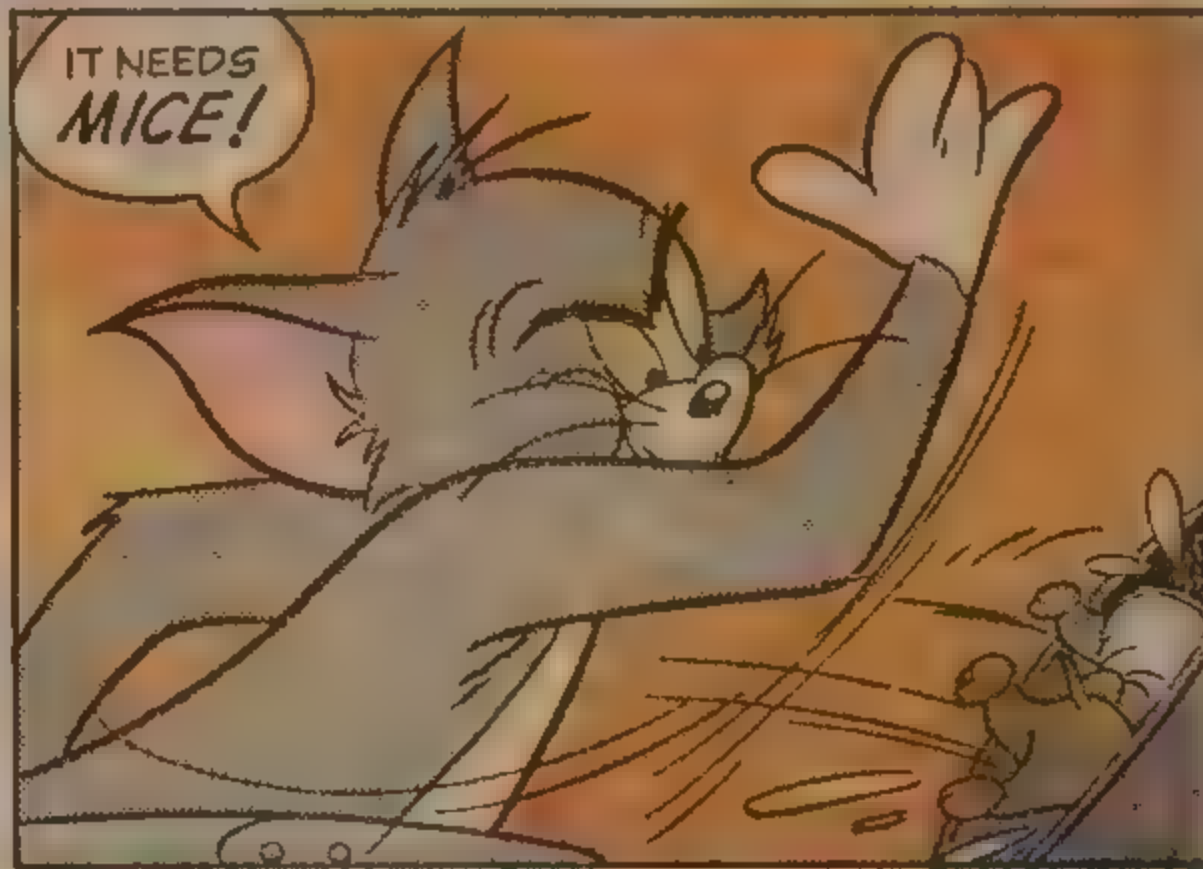
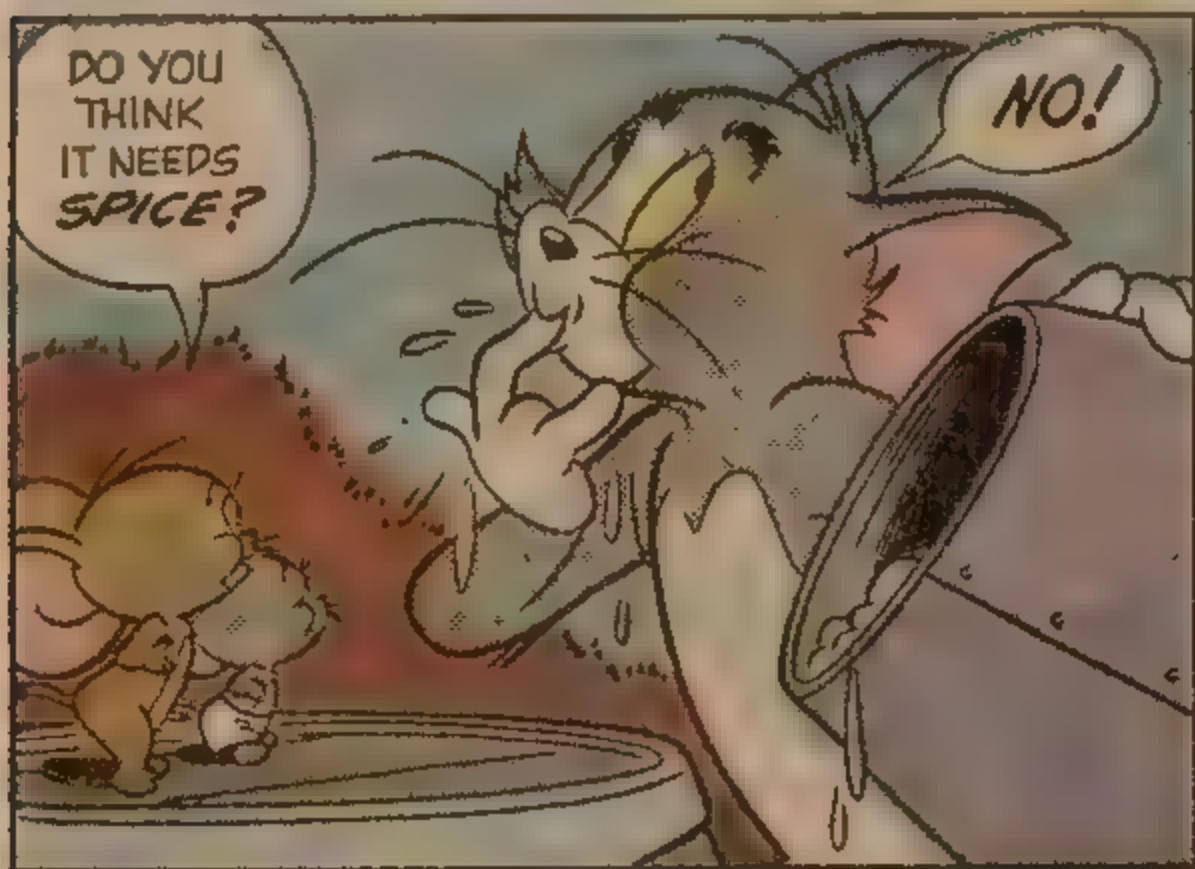
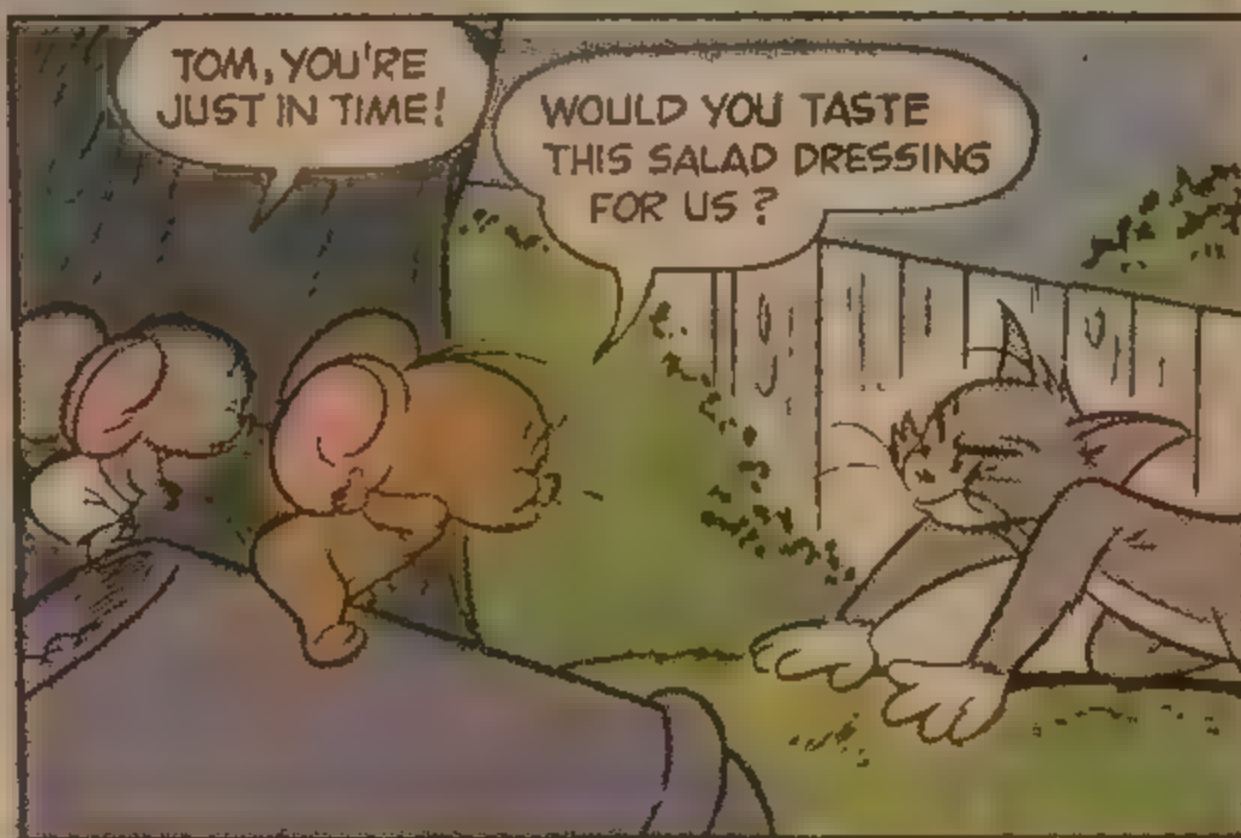
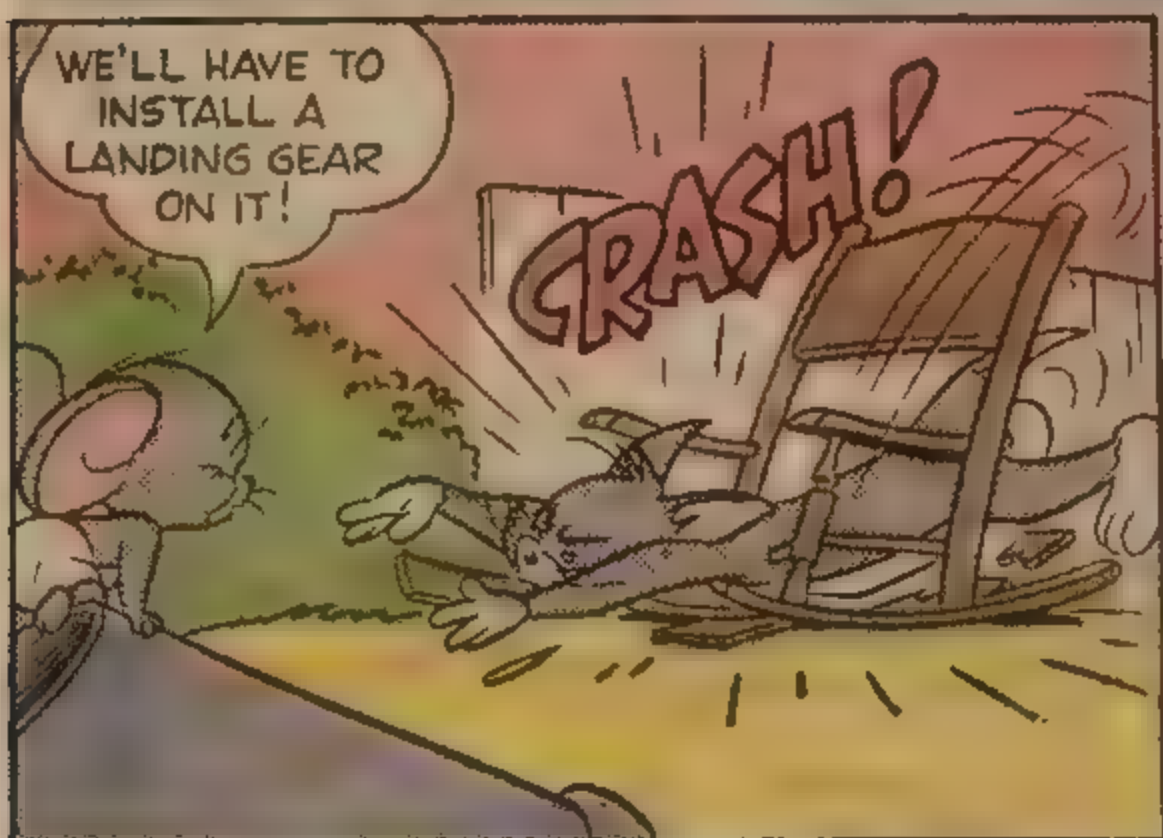




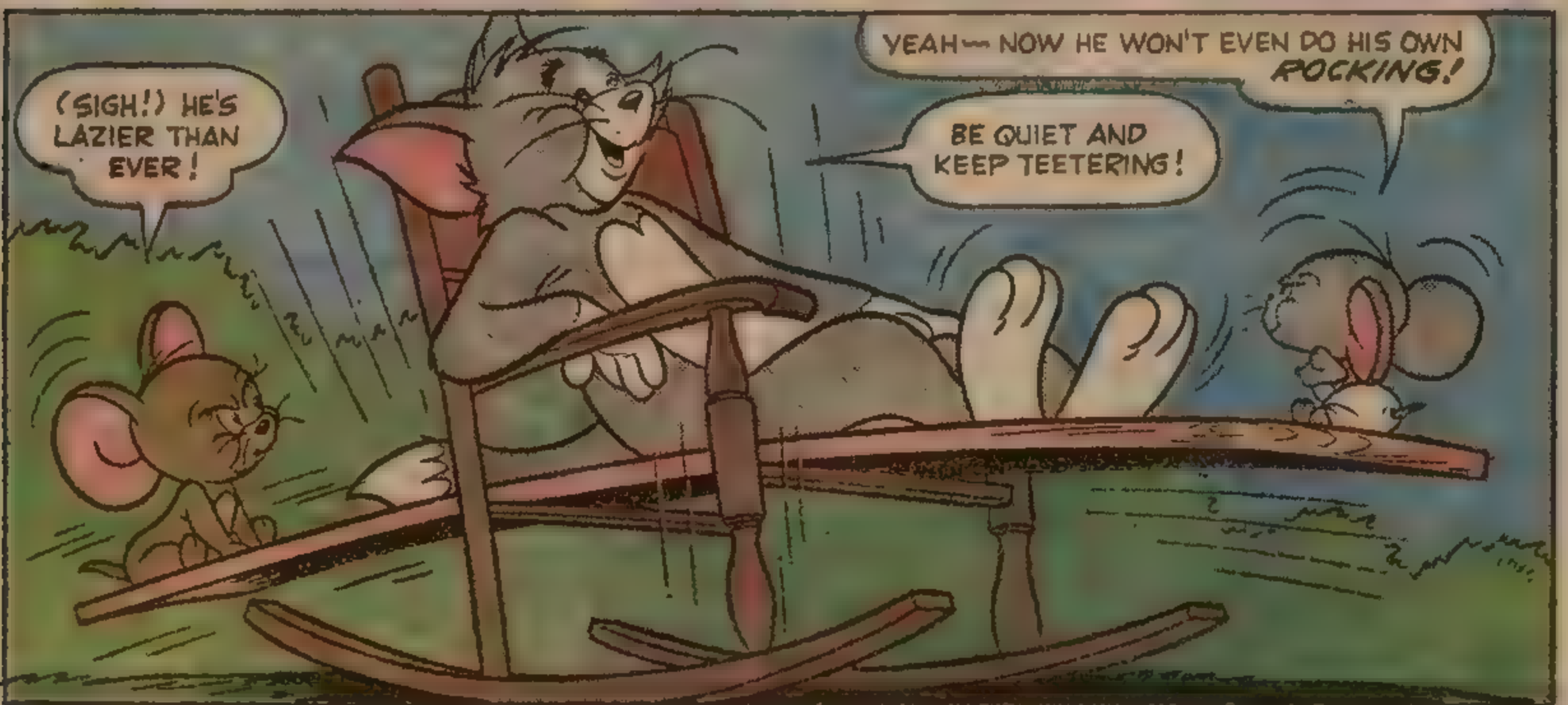
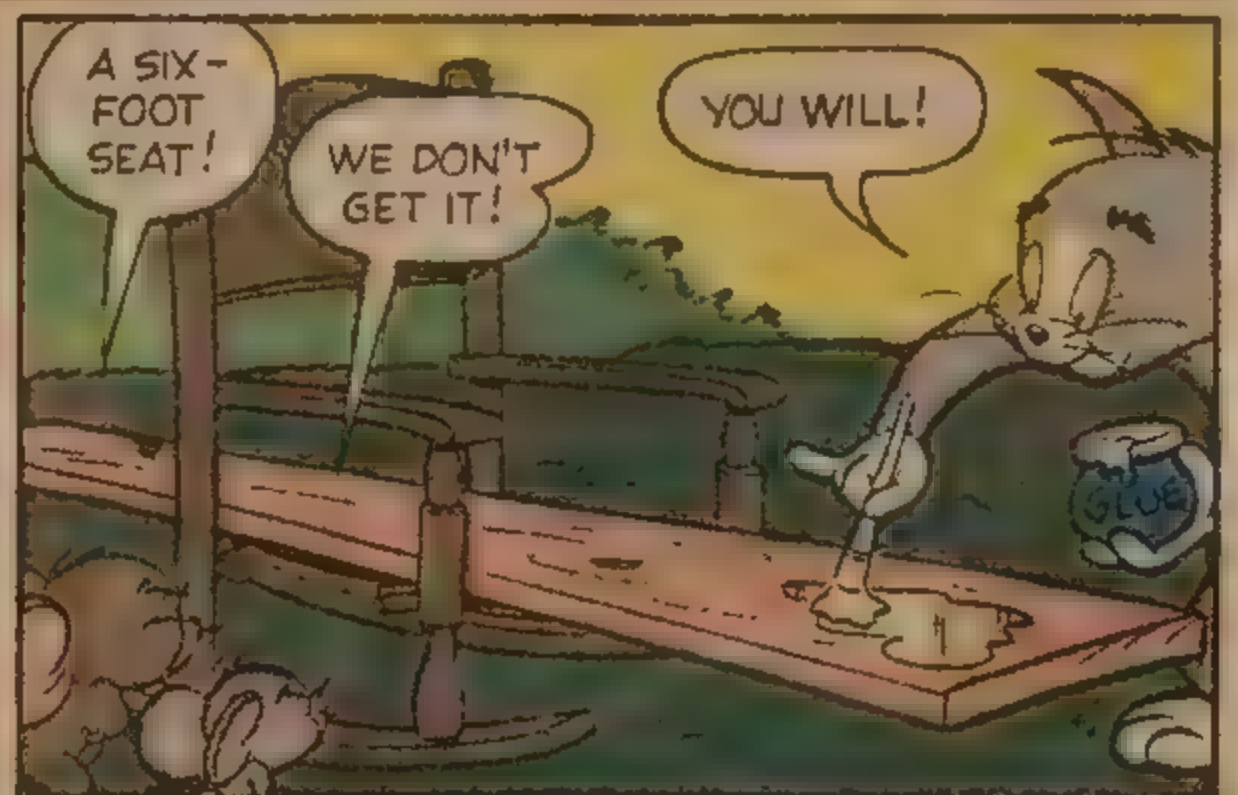
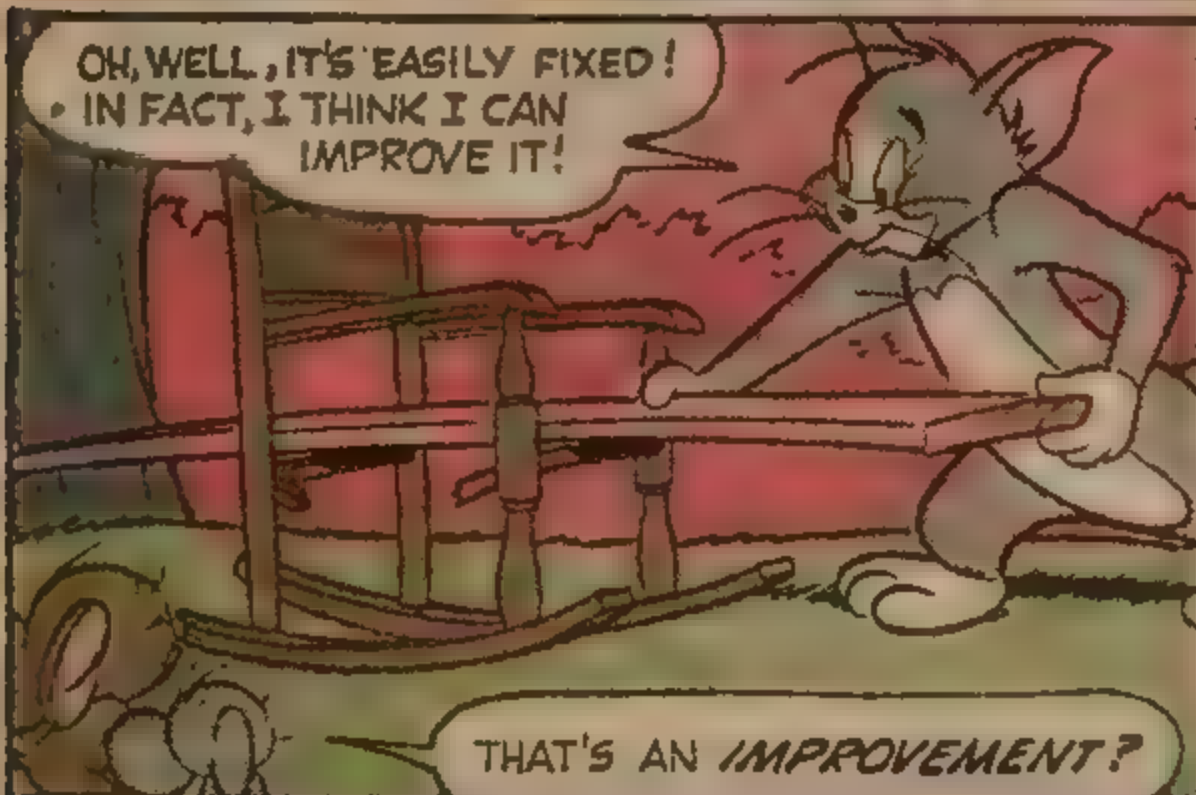
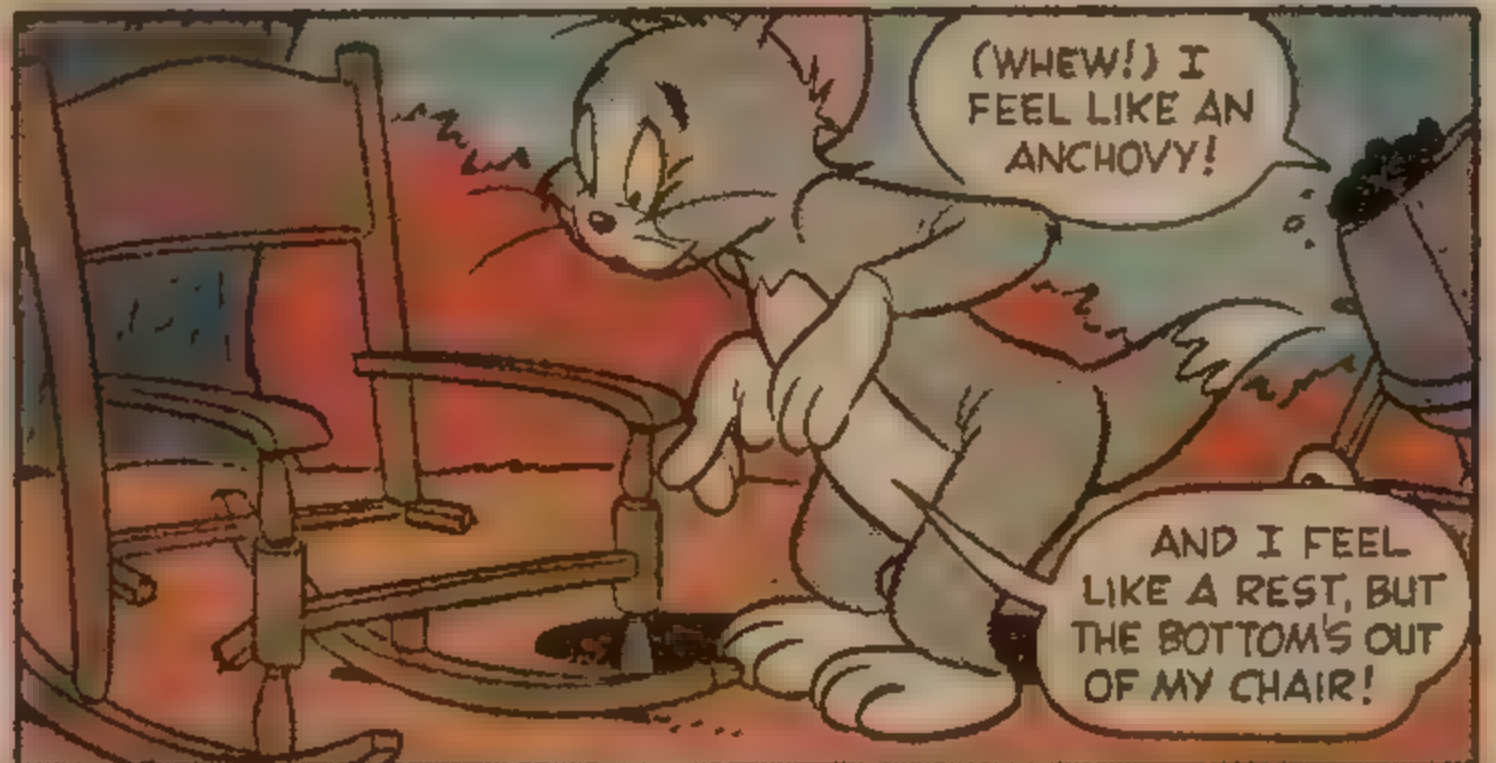




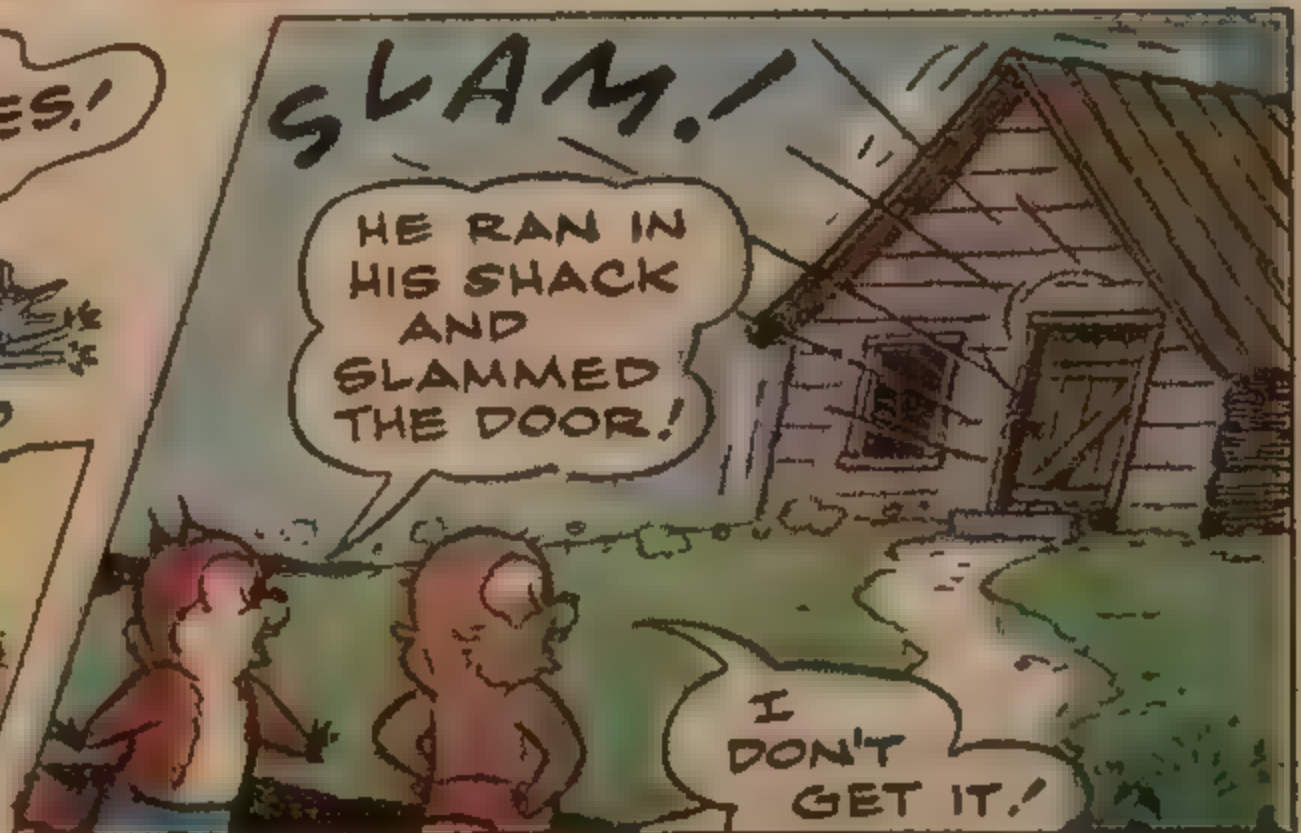
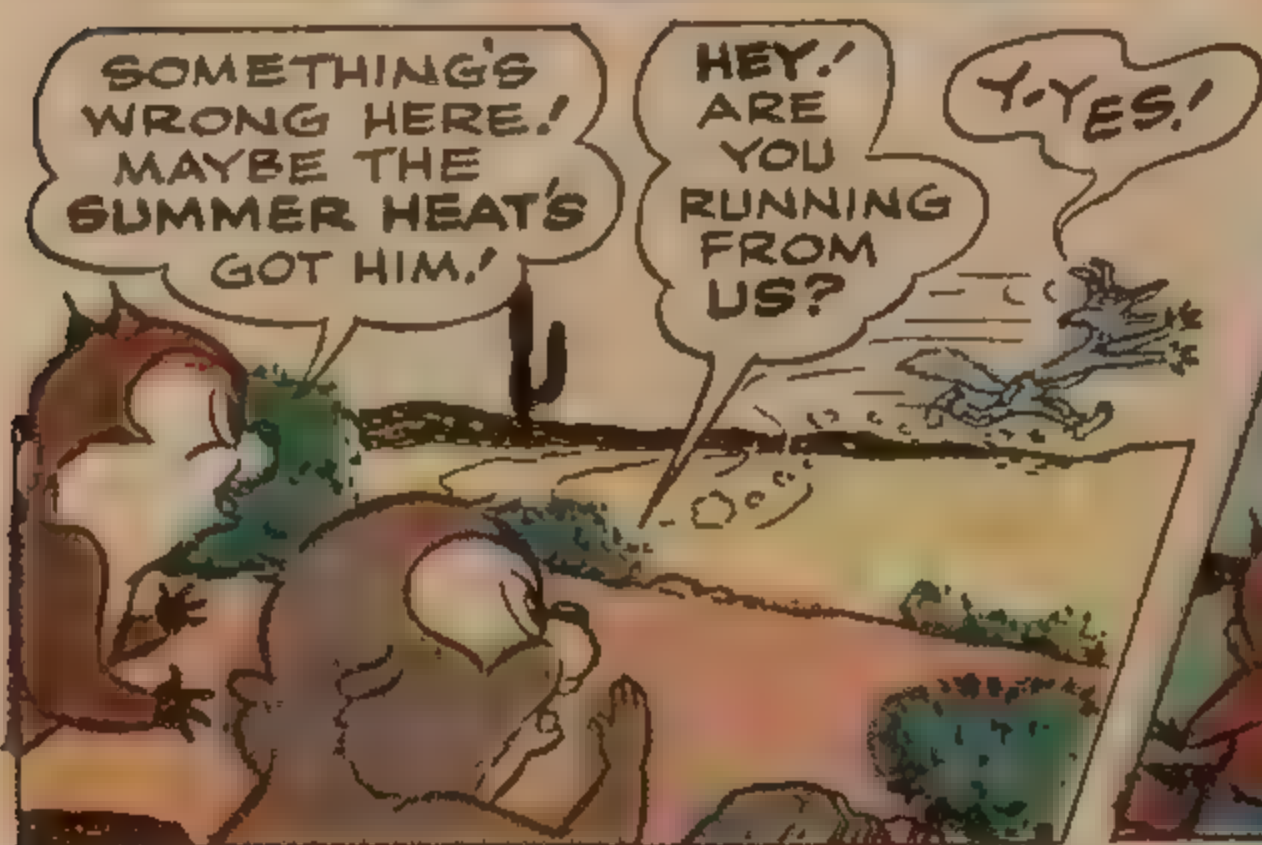
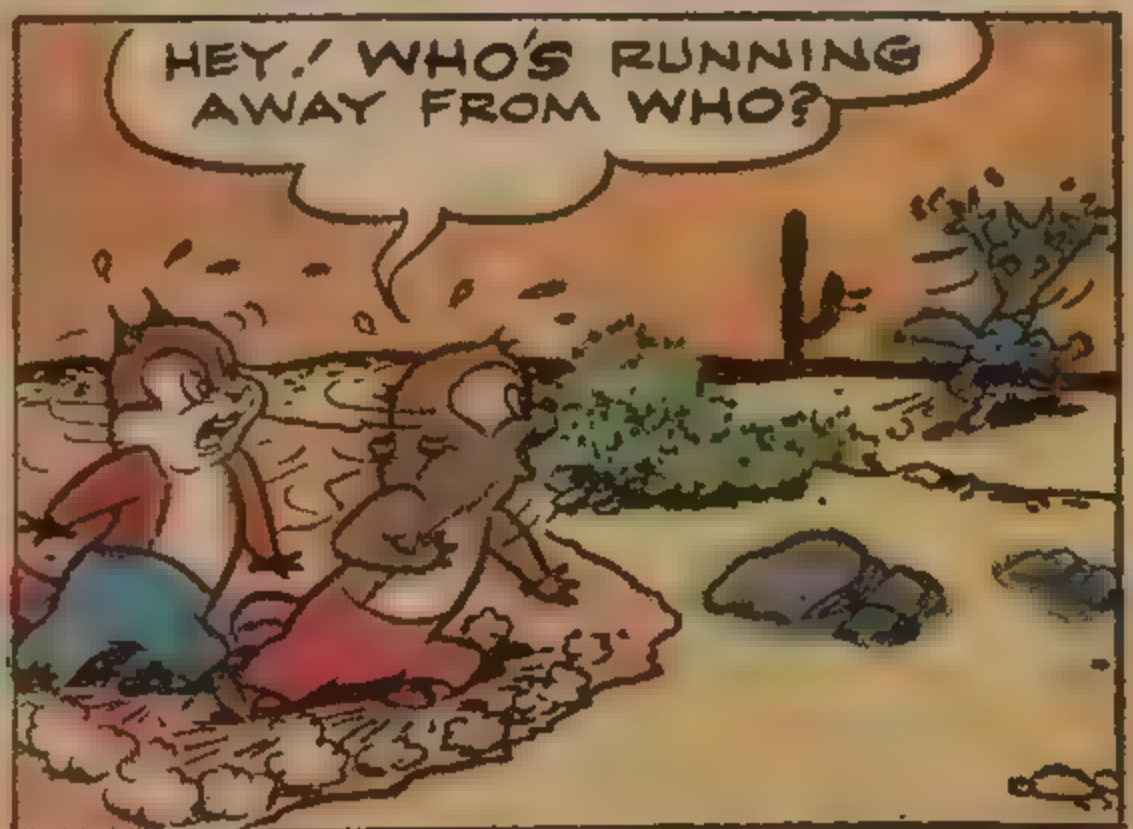
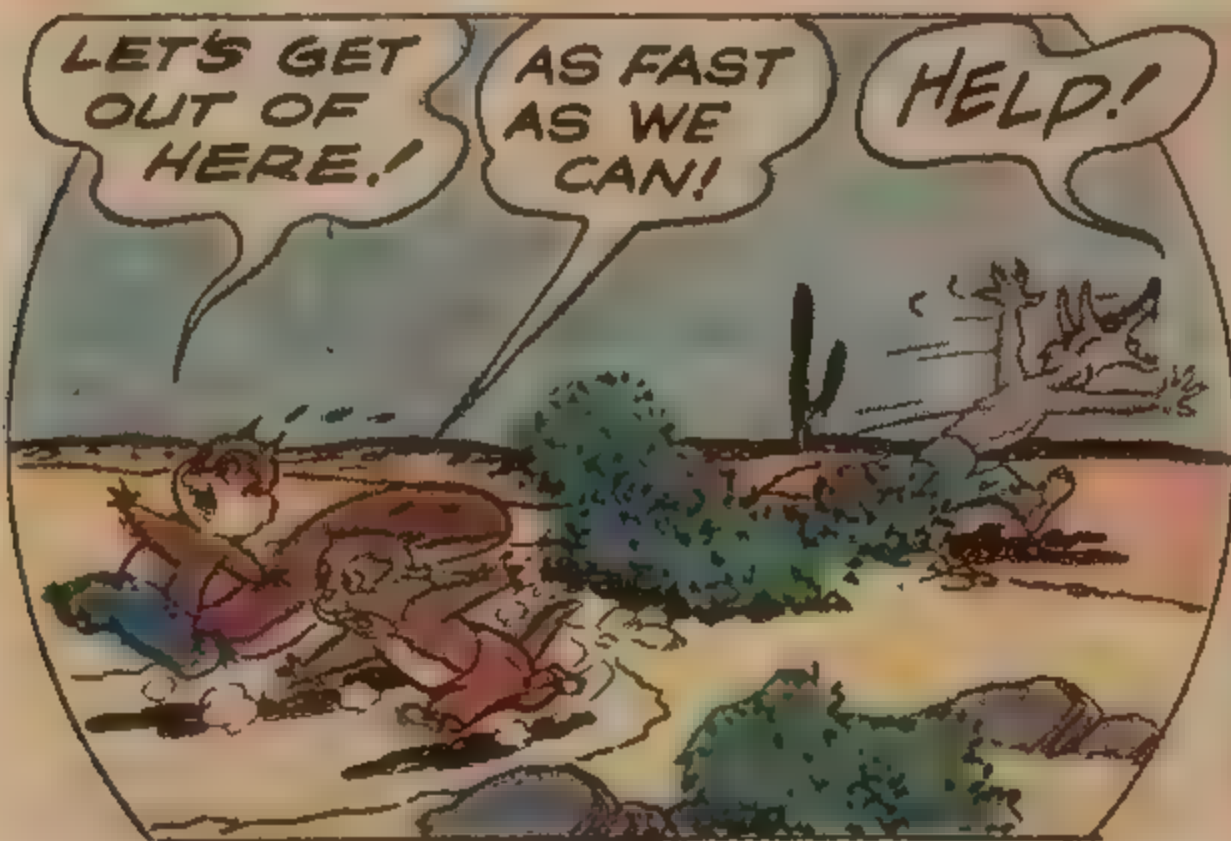
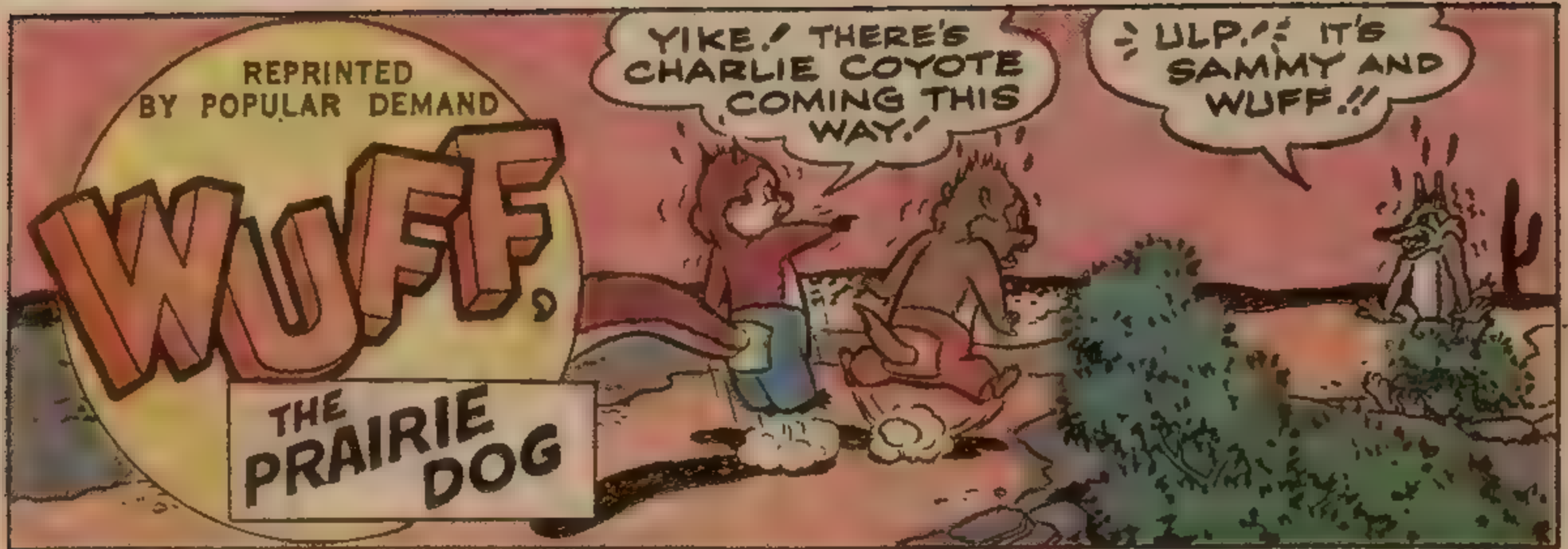




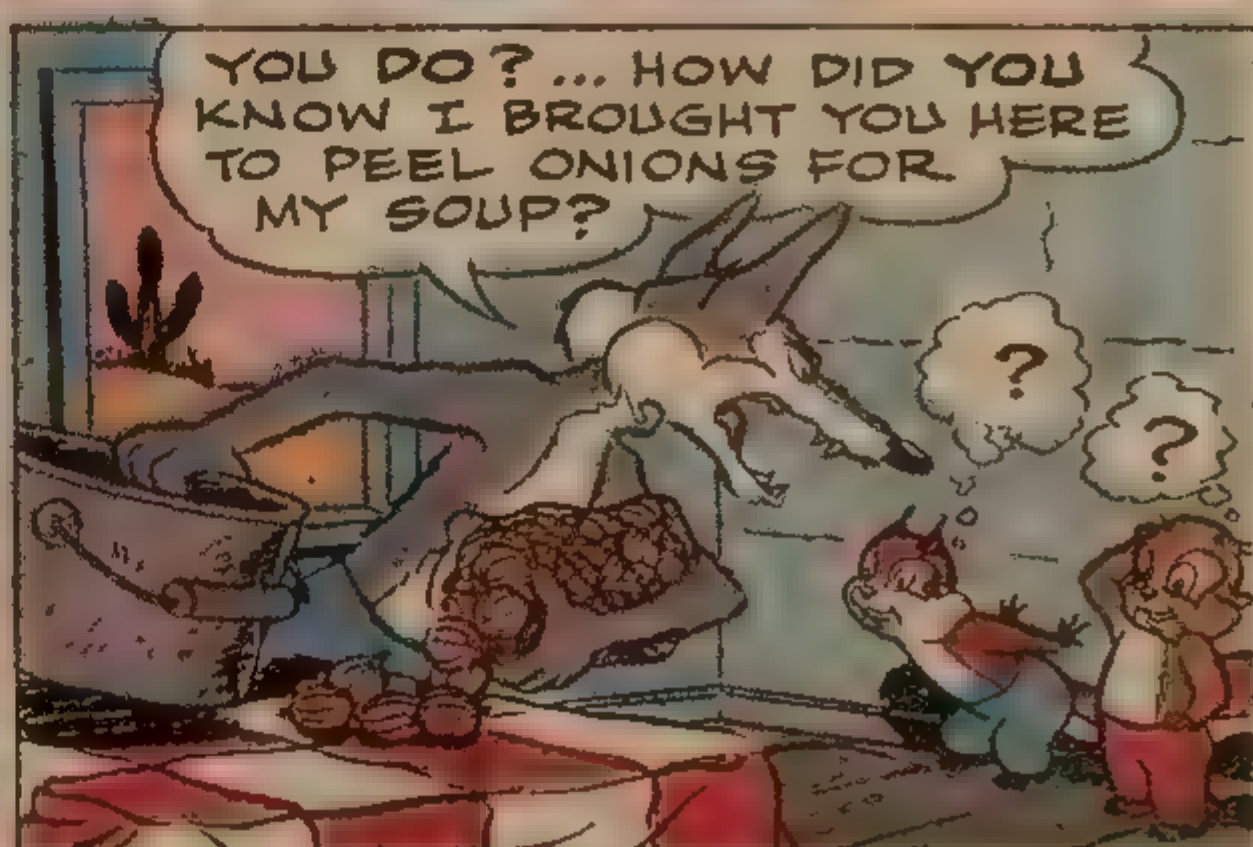
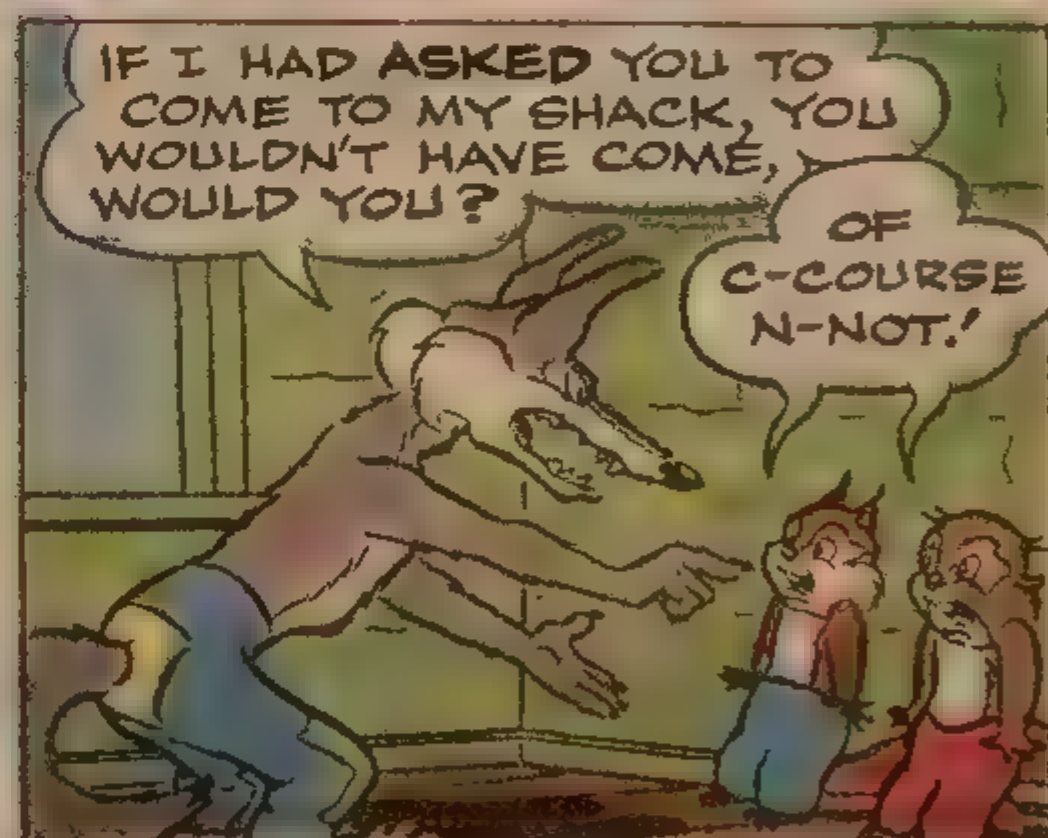
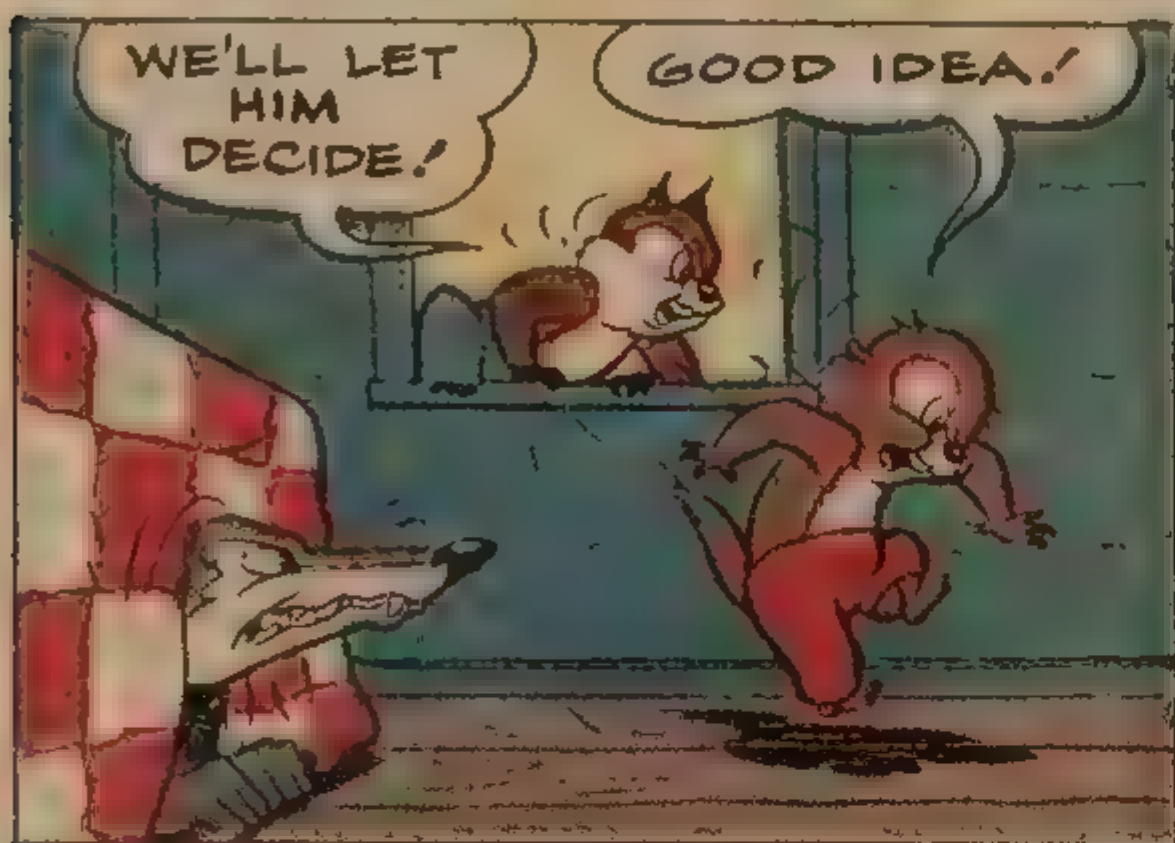
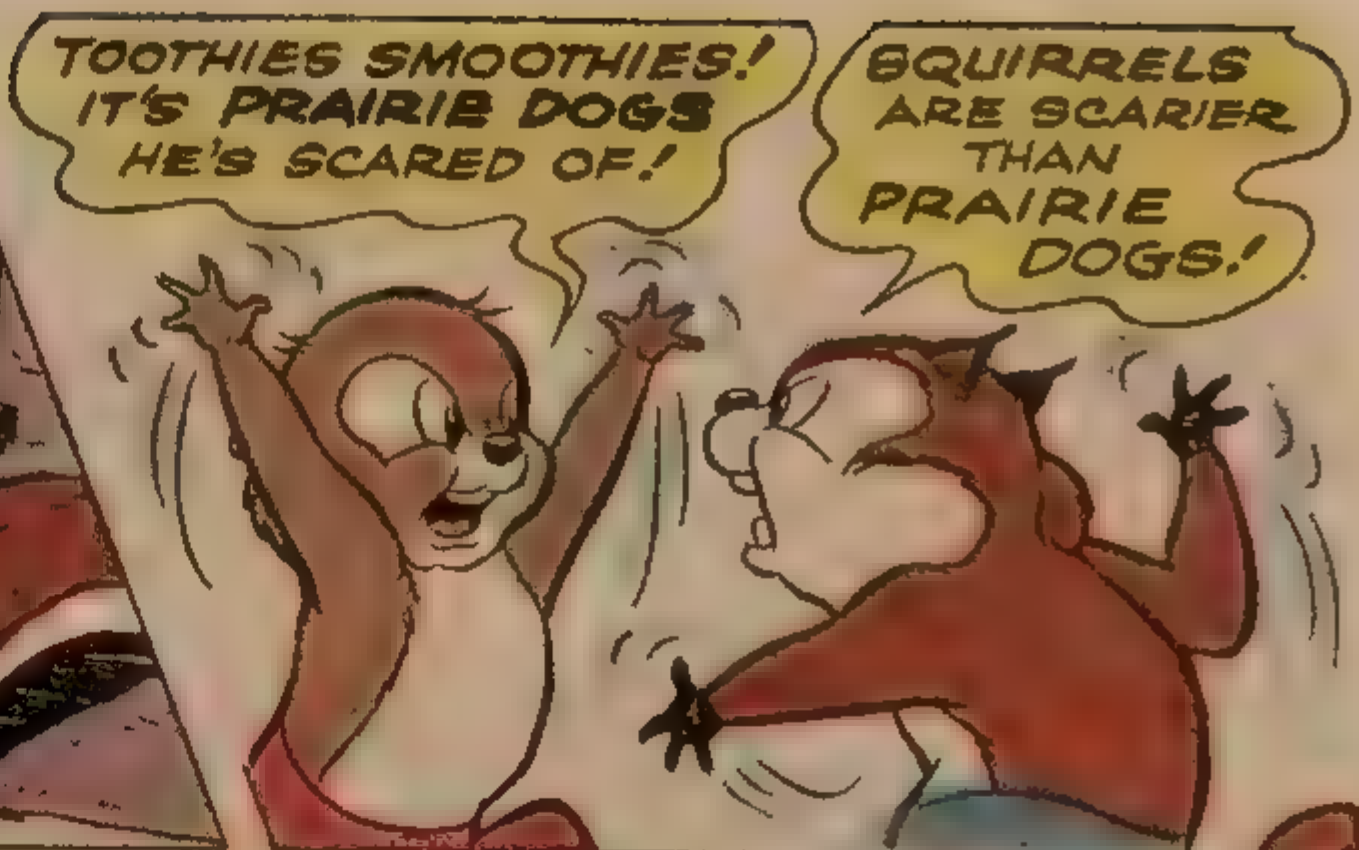
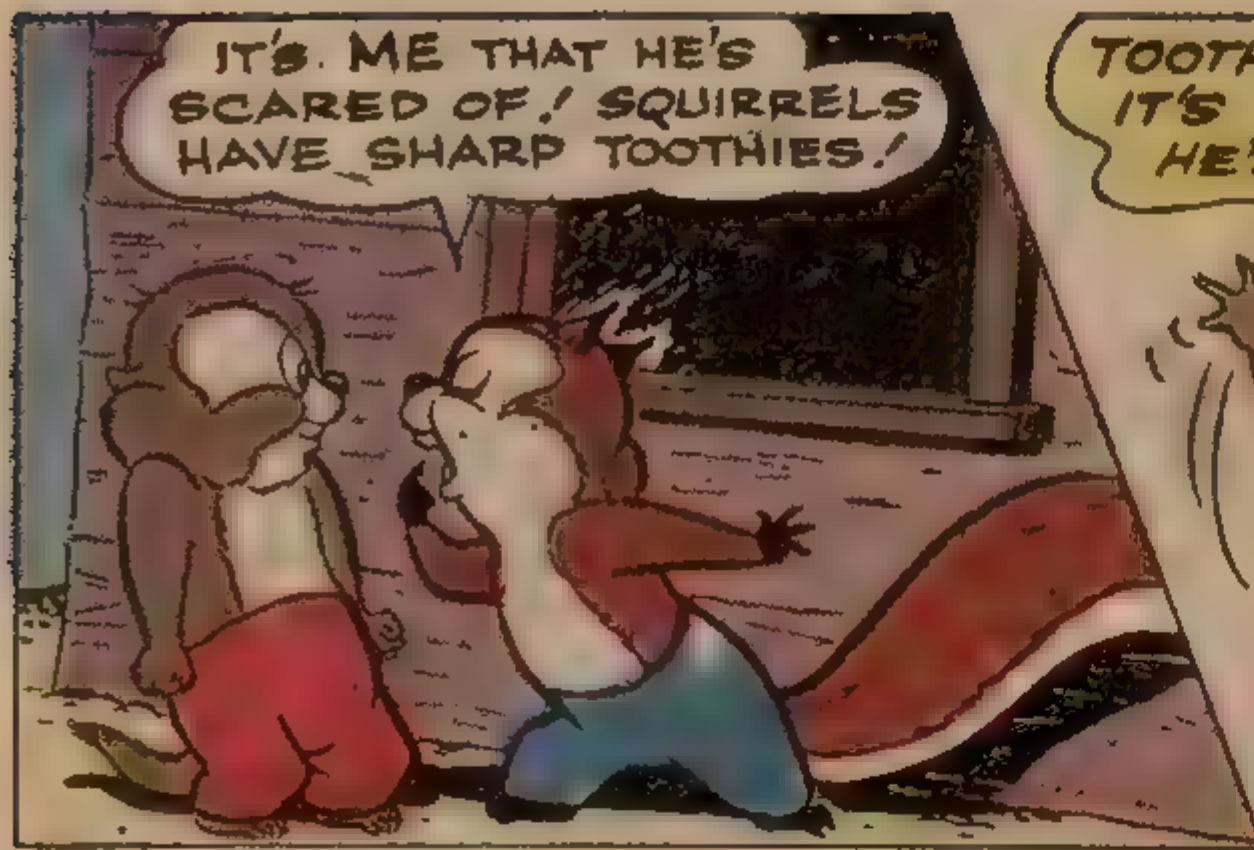




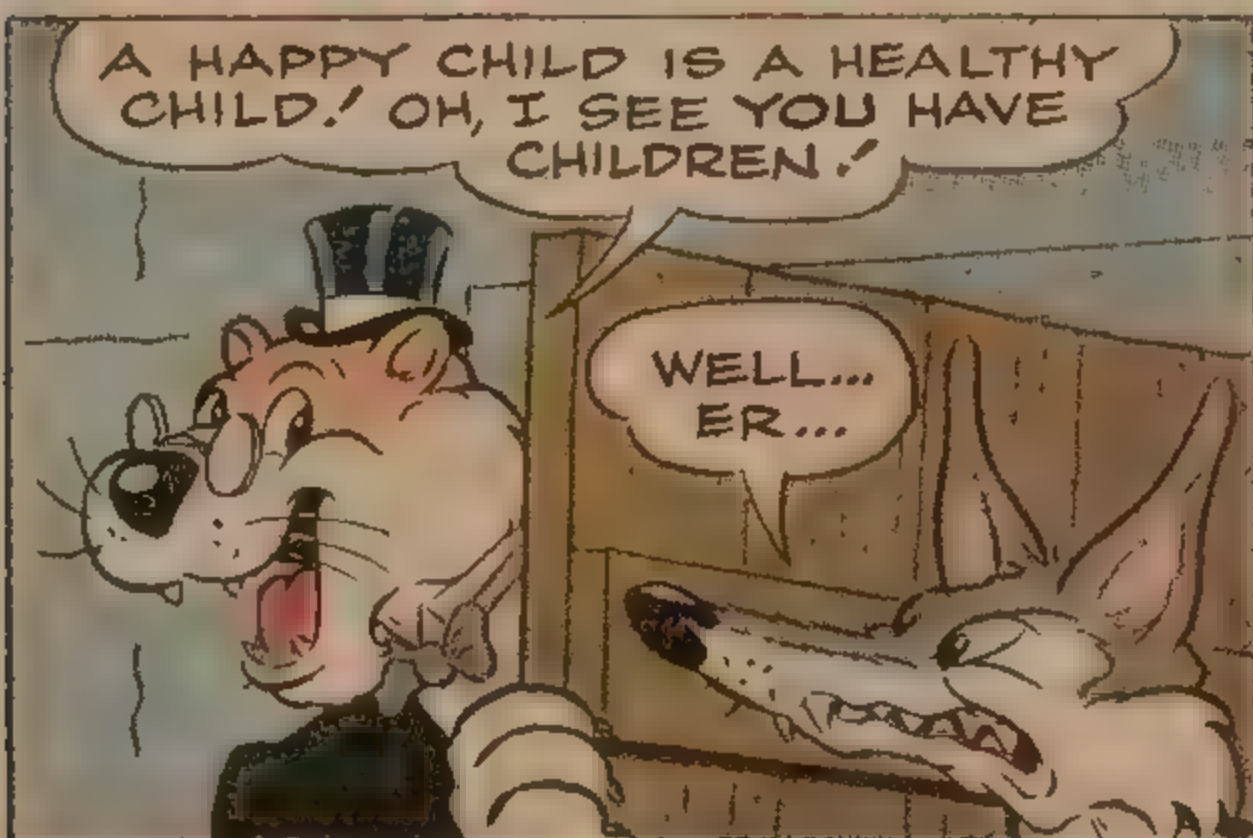
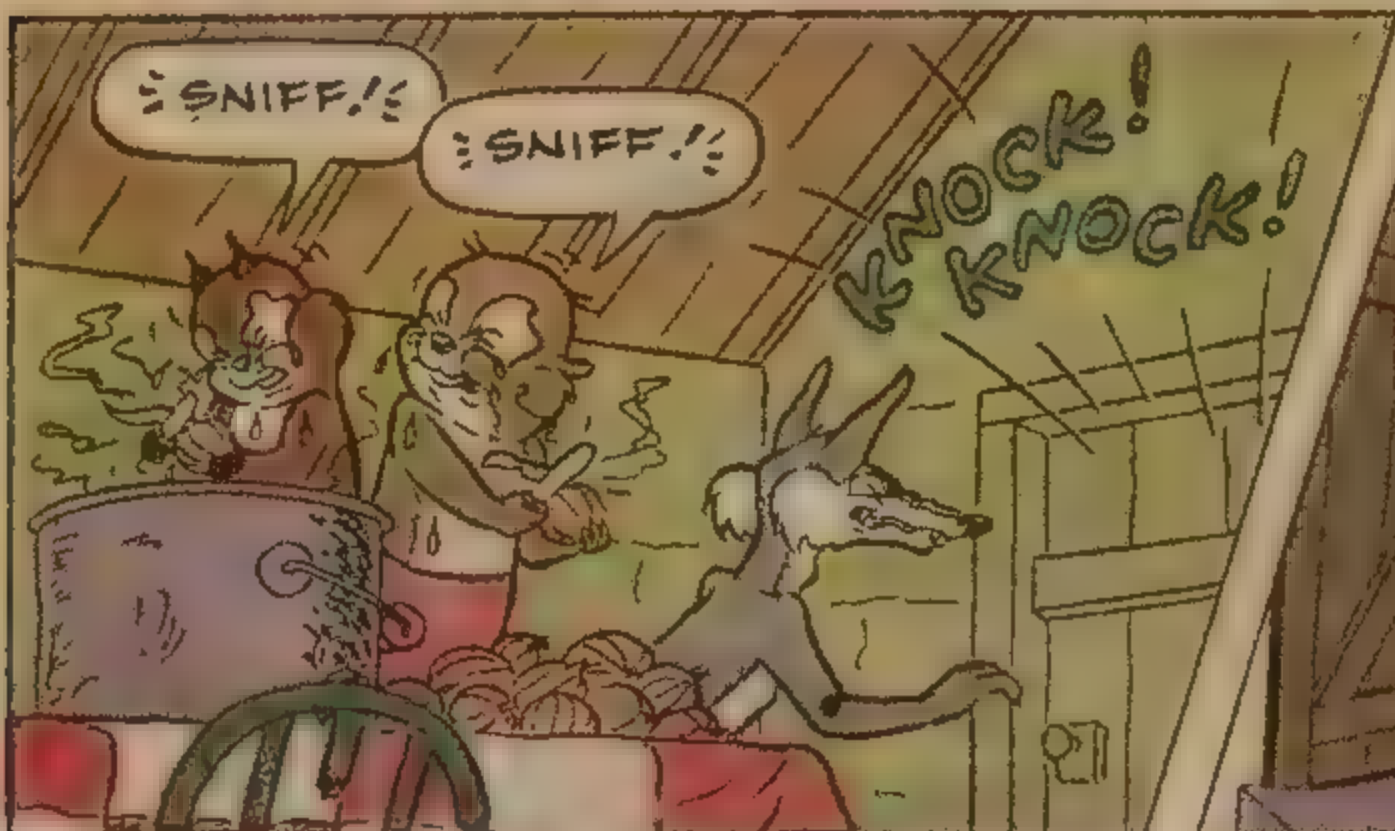
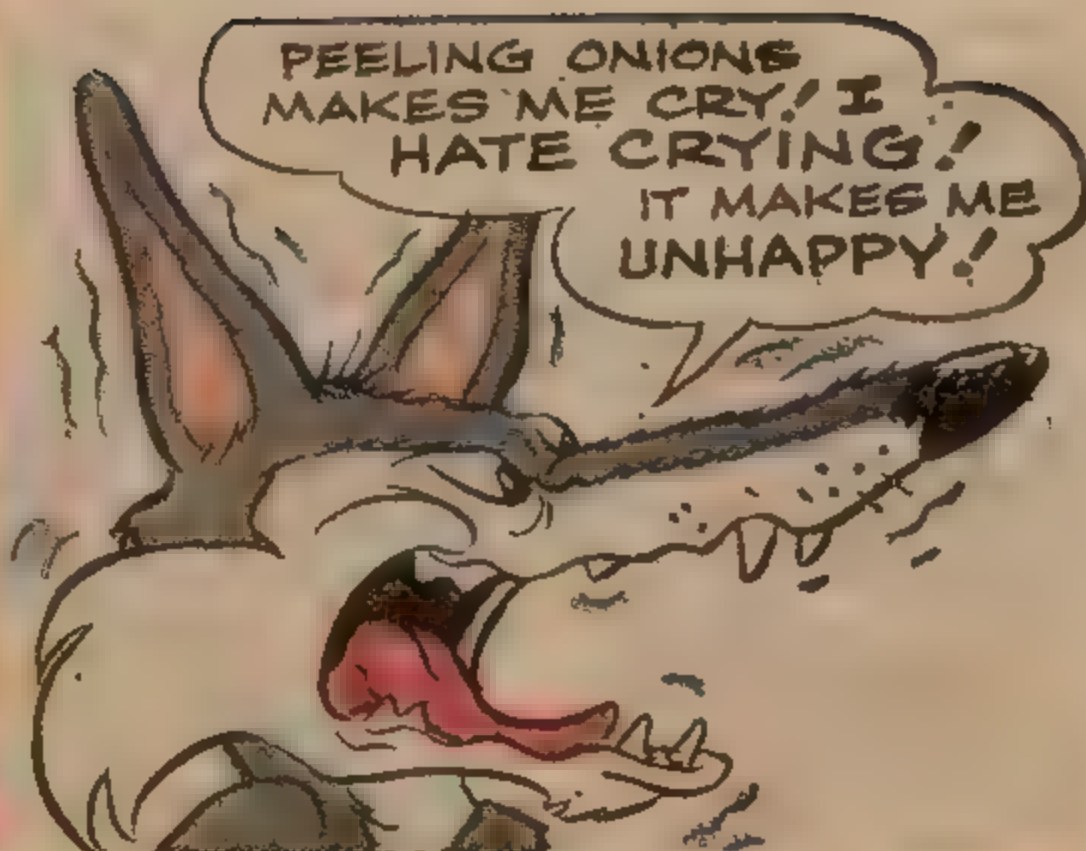




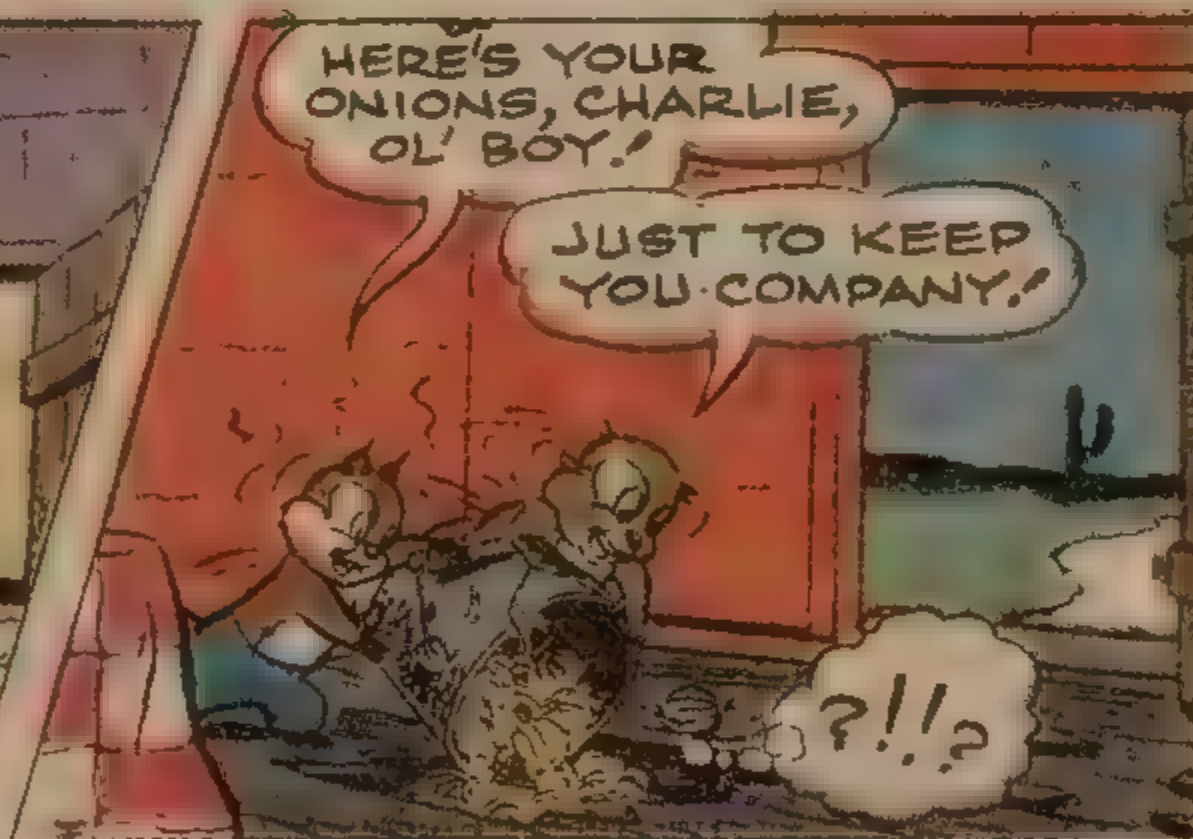
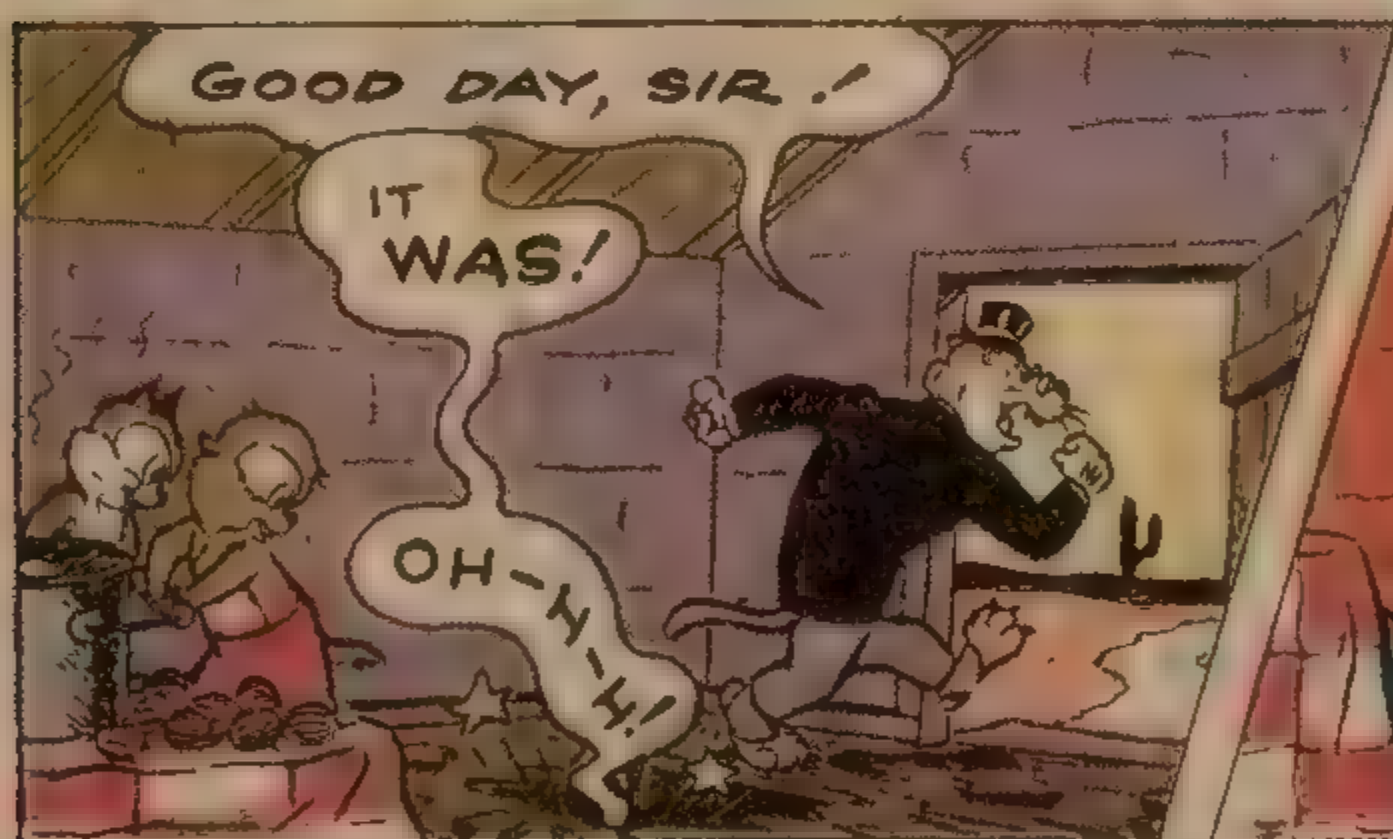
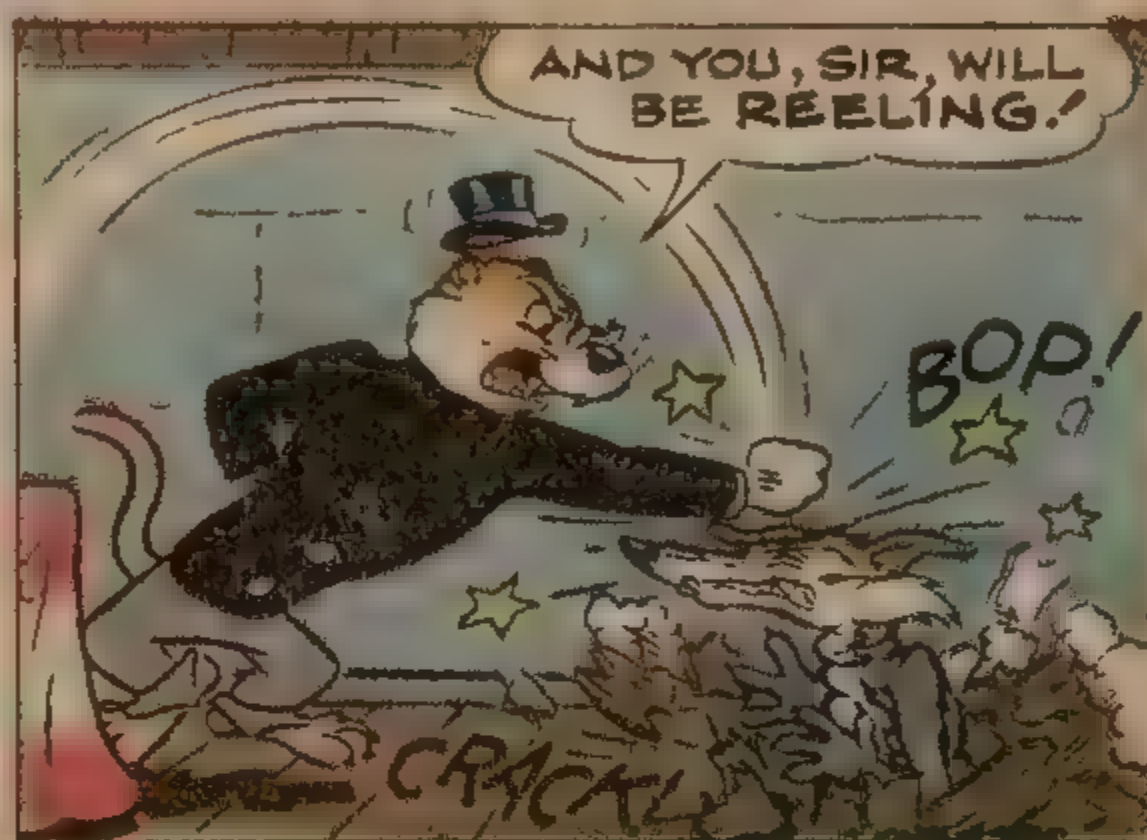
















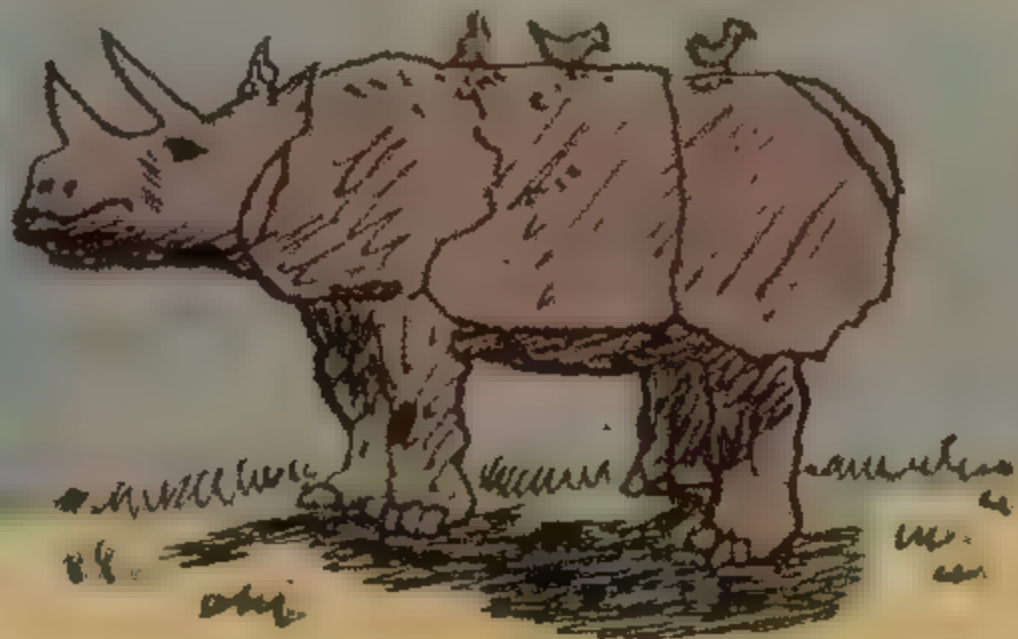




# Reader's Page ANIMALS

Our readers (that's you) are proving every day what talented artists they are. Here's a pageful of drawings you sent. Keep them coming! For best reproduction, draw in black ink on white paper. Mail to the address below.

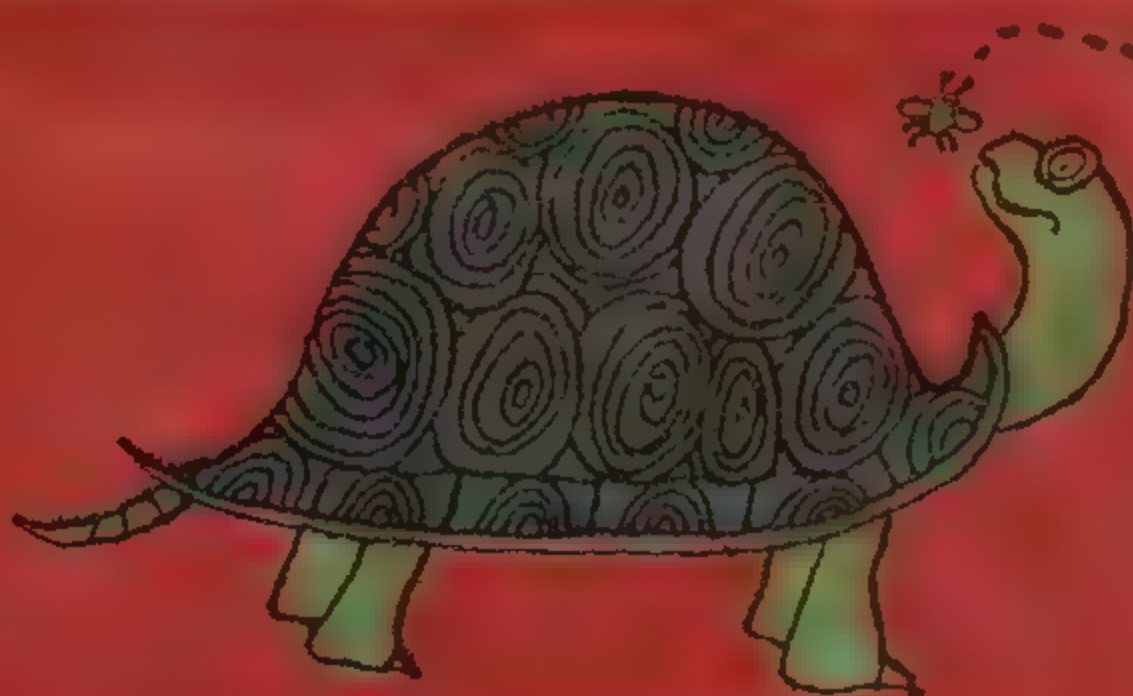
© 1970, WESTERN PUBLISHING COMPANY, INC.



RHINOCEROS

Daniel Swayne  
Rantoul, Illinois

TURTLE



Mike Midyett  
Salem, Missouri

GOLDFISH



Tom Crider  
Mansfield, Ohio

LION



Christine Casciola  
San Diego, California

MOTHER POSSUM



Charlean Calmes  
Milwaukee, Wisconsin

Send each drawing, joke or other contribution on a separate sheet of paper • No payments are made for club contributions and no contributions can be returned. Letters cannot be answered individually • Watch club pages every month for replies, your drawings, jokes, written ideas and your name in print.

ADDRESS  
ALL  
MAIL TO:

GOLD KEY COMICS CLUB  
WESTERN PUBLISHING CO.  
NORTH ROAD  
POUGHKEEPSIE, N.Y. 12601





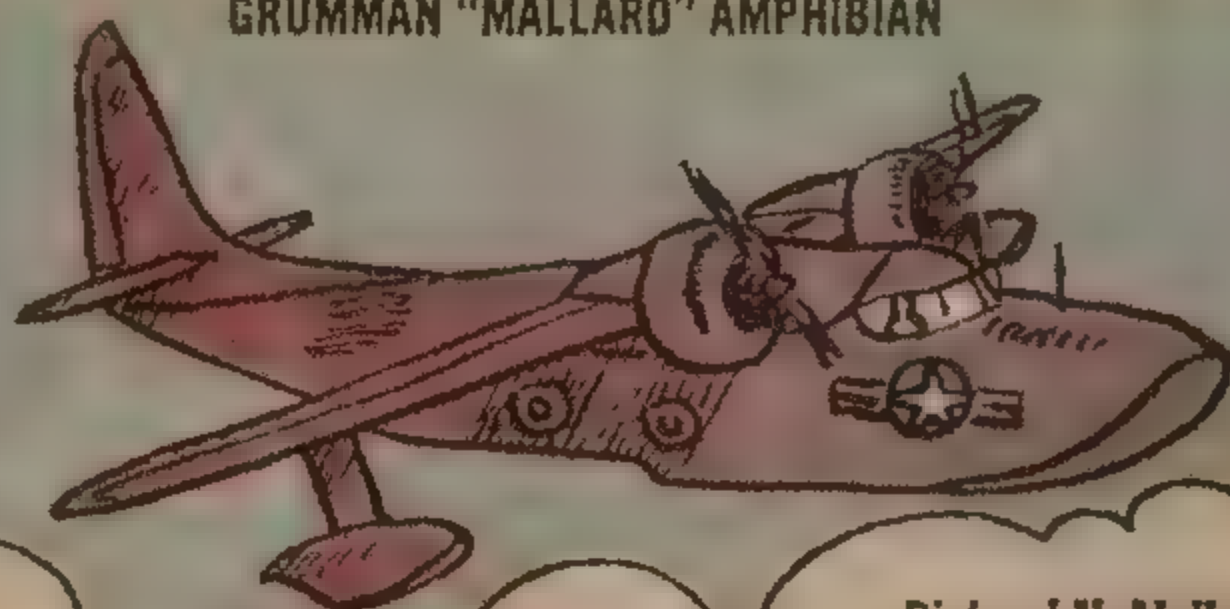
# Reader's Page

## AIRPLANES

Our readers (that's you) are proving every day what talented artists they are. Here's a pageful of drawings you sent. Keep them coming! For best reproduction, draw in black ink on white paper. Mail to the address below.

© 1970, WESTERN PUBLISHING COMPANY, INC.

GRUMMAN "MALLARD" AMPHIBIAN



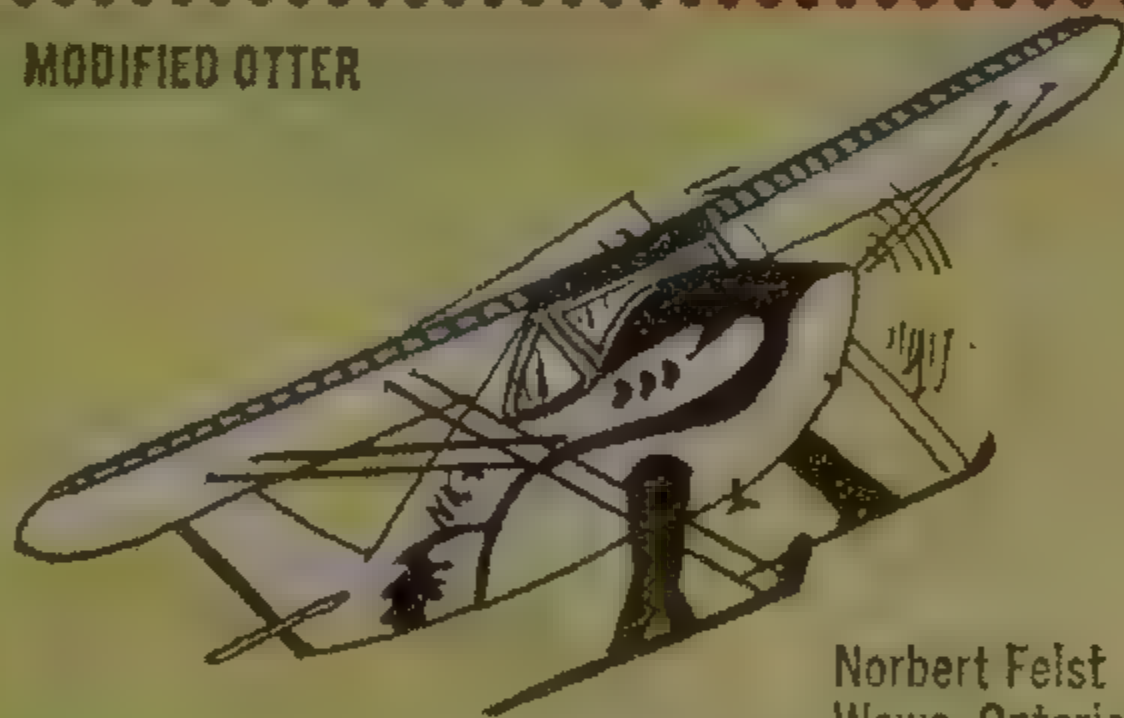
Richard N. Melick  
Orange, New Jersey

LOW WING MONOPLANE



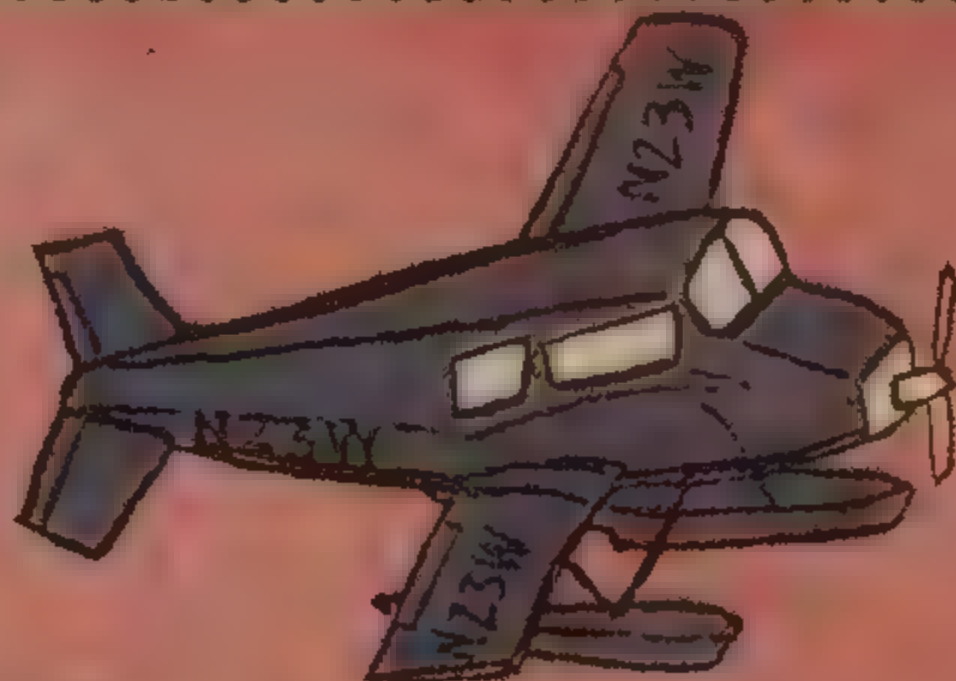
Shawn Ellison  
Childress, Texas

MODIFIED OTTER



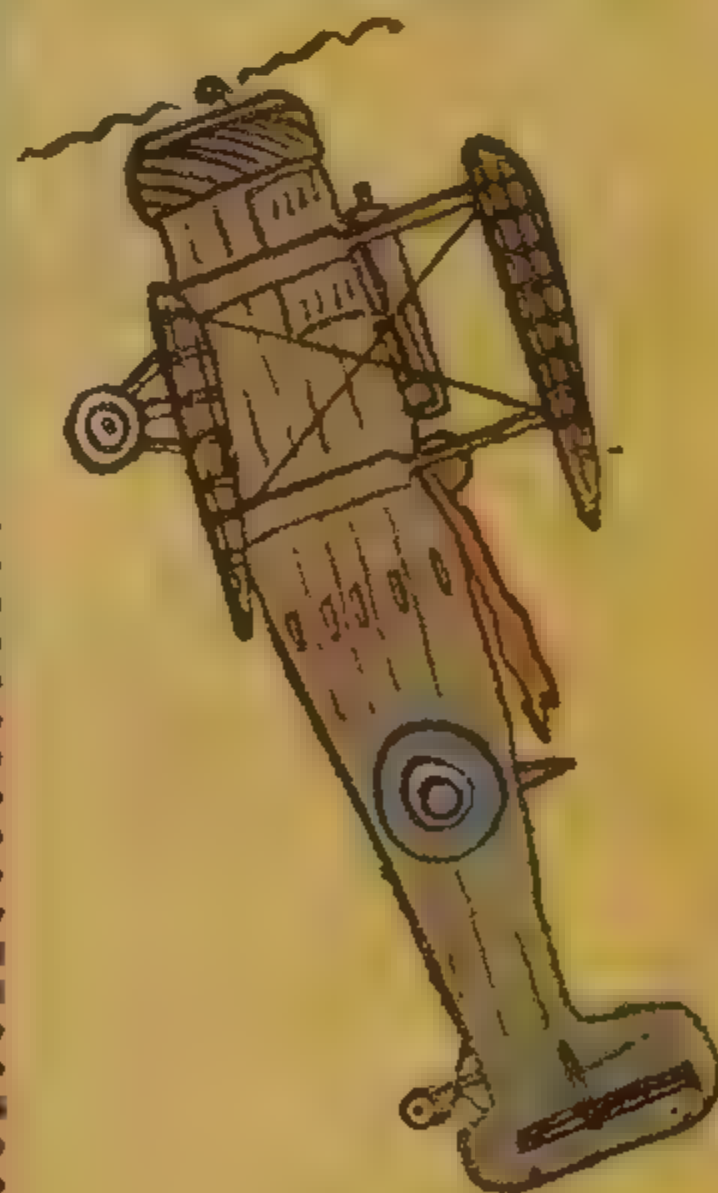
Norbert Felst  
Wawa, Ontario, Canada

N23W SEAPLANE



Ronnie Mills  
Gander, Newfoundland, Canada

SOPWITH CAMEL



Gordon Laptos  
Calgary, Alberta, Canada

Send each drawing, joke or other contribution on a separate sheet of paper • No payments are made for club contributions and no contributions can be returned. Letters cannot be answered individually • Watch club pages every month for replies, your drawings, jokes, written ideas and your name in print.

ADDRESS  
ALL  
MAIL TO:

GOLD KEY COMICS CLUB  
WESTERN PUBLISHING CO.  
NORTH ROAD  
POUGHKEEPSIE, N.Y. 12601





# JOKES ON YOU



**Teacher:** Where do oranges come from?

**Child:** The refrigerator.

Kelly P. McArdle—Pointe-Aux-Trembles, Quebec, Canada

**Riddle:** What has 20 heads but can't think?

**Answer:** A book of matches.

Tom Minor—Dayton, Nevada

**Millie:** My room is decorated in French provincial.

**Tillie:** Mine is done in early American.

**Lillie:** Mine is in temporary disorder.

Gail Cooley—Chalmette, Louisiana

**Riddle:** Why did the boy put an ice pack on his father's head?

**Answer:** Because he wanted cold pop.

Brenda Marbes—Seattle, Washington

**Riddle:** What is a lady chief called?

**Answer:** A mischief.

Mickey Wagner—Pontiac, Michigan

**Policeman:** Pull over—you've been speeding.

**Motorist:** I wasn't speeding, but I passed a couple of idiots who were!

Keneth Kominek—Chatham, Ontario, Canada

**Riddle:** Why do rabbits have shiny noses?

**Answer:** Because their powder puffs are at the other end.

Tammie Coffman—Ada, Oklahoma

**Riddle:** What can you hold in your right hand but not in your left hand?

**Answer:** Your left hand.

David Willett—Lakewood, New York

**Riddle:** You peel the outside, cook the inside, eat the outside, throw away the inside—what is it?

**Answer:** Corn on the cob.

Nancy Anderson—Smithtown, New York

**KNOCK KNOCK!**

**Who's There?**

Wendy.

Wendy who?

Wendy today; cloudy tomorrow.

Mona Lee—Springville, Indiana

Barry who?

Barry me not on the lone prairie.

Oliver who?

Oliver troubles will soon be over.

Both by Steve Bagley—Chesapeake, Virginia

Stan who?

Stan aside, we're coming through

Paula Boyd—Lawndale, California

**Riddle:** Why is an old car like a baby?

**Answer:** It never goes anywhere without a rattle.

Maya Harden—Sierra Madre, California

**Ronnie:** Once I lived on a can of beans for four days.

**Bob:** Weren't you afraid of falling off?

Patty Schrage—Elgin, Nebraska

**Riddle:** What did one shoe say to the other shoe?

**Answer:** "Don't people wear you out?"

Frances Connors—Derby, Connecticut

**Riddle:** What is the first one in the bathtub called?

**Answer:** The ringleader.

John Webre—New Orleans, Louisiana

**Patient:** Doctor, why do you whistle while you operate?

**Doctor:** It helps take my mind off my work.

Freda Cruse—Mountain View, Arkansas

**Little Jimmy:** How can you eat your soup with a moustache?

**Uncle:** It's quite a strain!

Lydia Ryan—Marble Hill, Missouri

**Riddle:** Why did the boy keep running around his bed?

**Answer:** Because he wanted to catch up on his sleep.

Judith Ann Welgh—Pomona, California

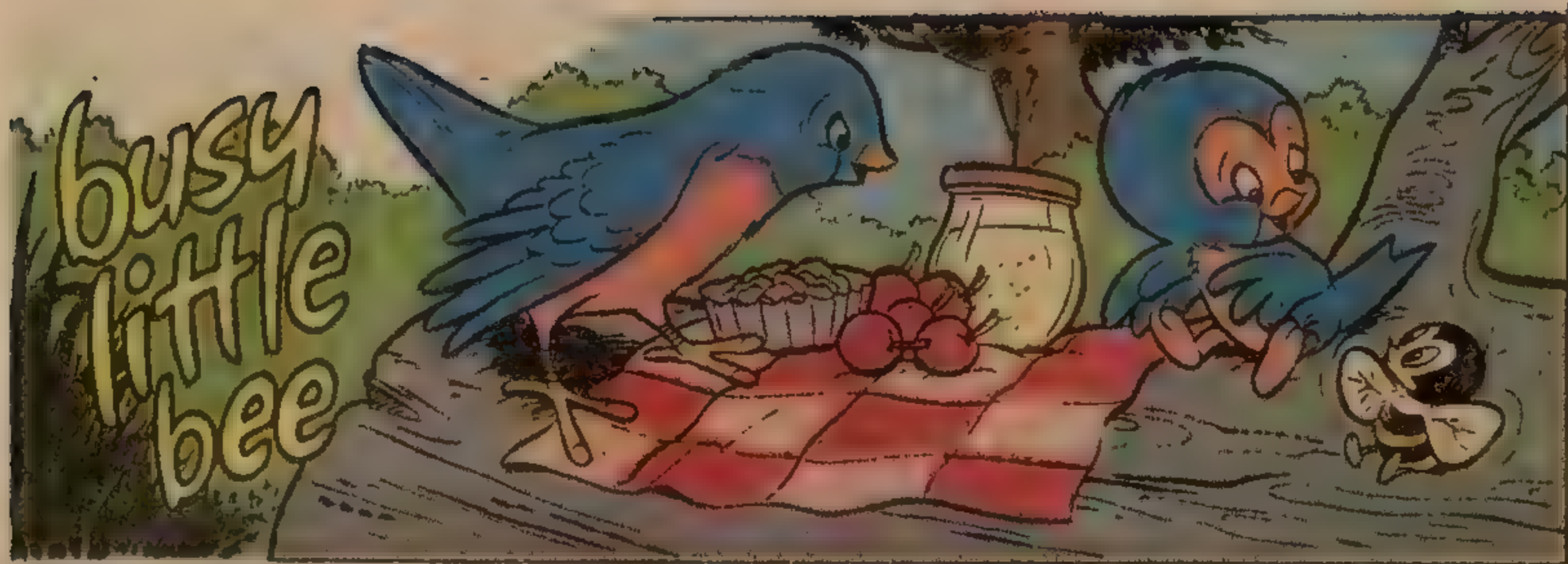
© 1970, WESTERN PUBLISHING COMPANY, INC.

Send each drawing, joke or other contribution on a separate sheet of paper • No payments are made for club contributions and no contributions can be returned. Letters cannot be answered individually • Watch club pages every month for replies, your drawings, jokes, written ideas and your name in print.

ADDRESS  
ALL  
MAIL TO:

GOLD KEY COMICS CLUB  
WESTERN PUBLISHING CO.  
NORTH ROAD  
POUGHKEEPSIE, N.Y. 12601





The summer rain had dripped slowly to an end, and the sun was beaming warmly on a bright, clean world.

"Gee, Billie," cried Bertie Bird, "this would be a wonderful day for that picnic we've been talking about."

Billie frowned at his brother over the book he was reading. "Well, I don't know, Bertie," he protested. "We get into less trouble when we stay home."

"Golly, I promise to stay right at the picnic spot and be a quiet, shy little bird!" exclaimed Bertie eagerly.

So their mother fixed a tasty lunch, and away they flew to the silent woods.

"This should be a good place for a picnic," Bertie declared, as they soared over a sunny, open spot in the trees. "There's a dandy big log where we can eat our lunch."

"Hmm," objected Billie, "don't you see the beehive in that nearby tree?"

"Oh, bees won't bother us," Bertie retorted nonchalantly, as he swooped confidently down to settle on the log. Billie followed reluctantly, muttering under his breath.

"This is such a nice, peaceful place," Bertie said enthusiastically, as he set out their lunch of cake crumbs, fruit, and a jar of sweet sirup.

"Yum!" chirped Billie, smacking his lips. "This does look good, Bertie! And I guess nothing can happen here."

Just then, the two birds heard a faint buzz behind them. Whirling around quickly, they saw a tiny bee hovering shyly nearby, gazing hungrily at the food.

"Oh, you poor little thing!" Bertie gasped impulsively. "Come on and have a nibble of our cake."

"Wait a second," cautioned Billie. "Maybe its mother doesn't want it to eat away from home."

"Pshaw!" Bertie objected scornfully, as the little bee gratefully accepted a big crumb of cake. "It's hungry. A little food won't..."

Bertie was interrupted by a loud drone from the wings of hundreds of excited bees.

"You bee snatcher!" buzzed the leader.

Swiftly, Bertie swept into the air for safety, but, suddenly, he darted back, right toward the stormy cloud of bees. For he saw that the tiny bee, hungry for sweet food, had crawled into the jar and was caught helplessly in the sticky sirup, its wings fluttering feebly.

"Save your baby!" Bertie shrieked.

But the bees were too angry to listen. So Bertie swooped down to the sirup jar and poked his tail deep into the squishy liquid. On the third dip, his tail came up with the tiny bee riding on it, half smothered in sirup.

In the meantime, Billie had been swerving madly back and forth in front of the bees, as a decoy. His plaintive peep every time a vengeful bee stung him finally attracted Bertie's attention.

"Call off your family, quick," cried Bertie frantically to the baby bee.

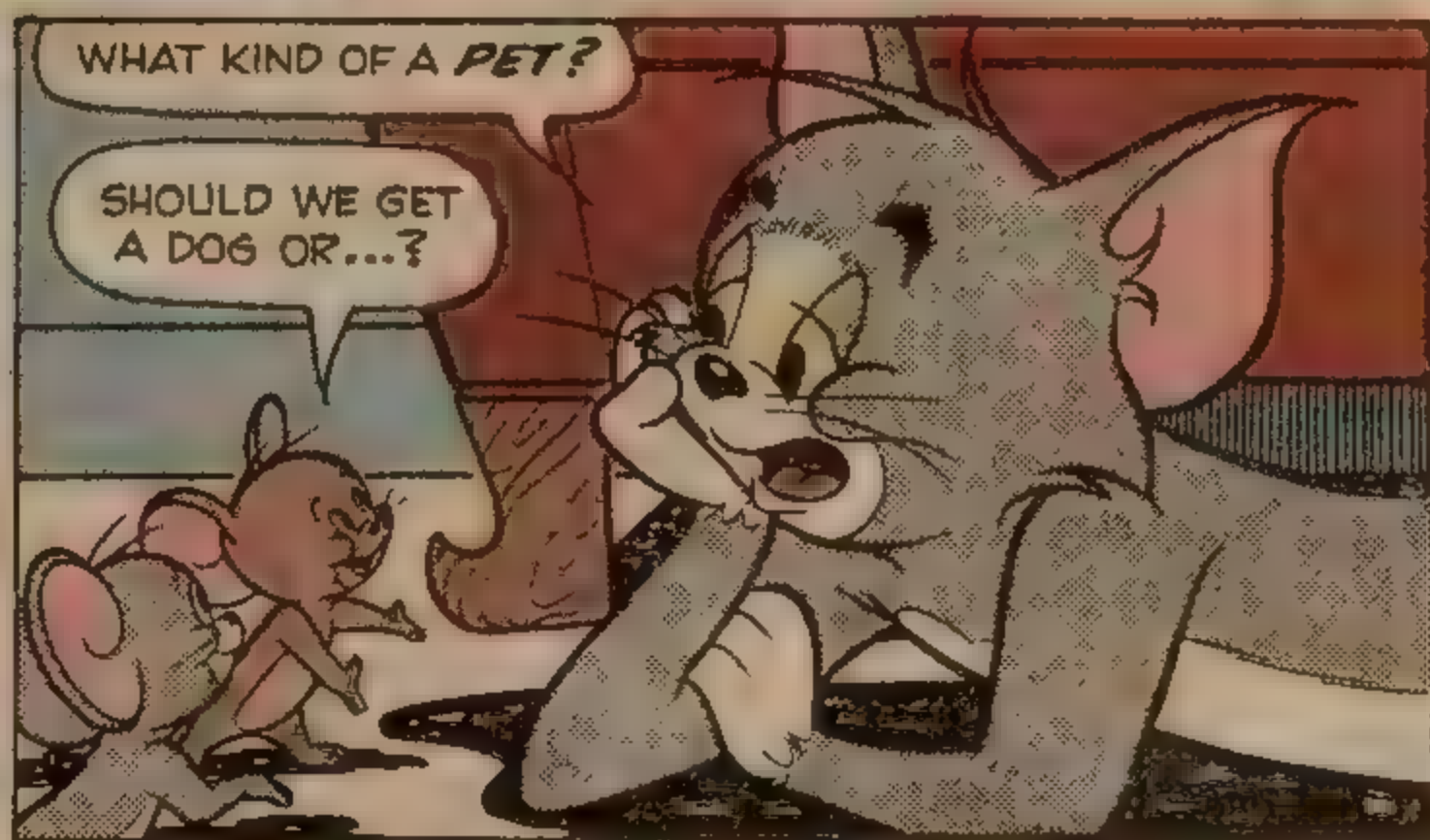
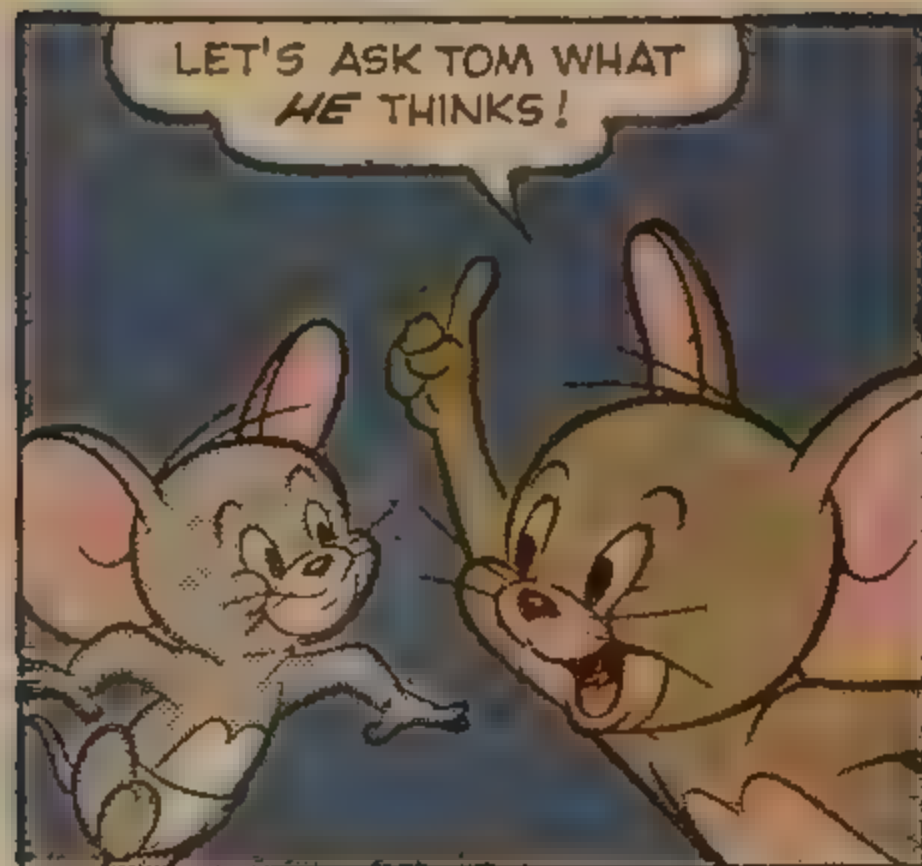
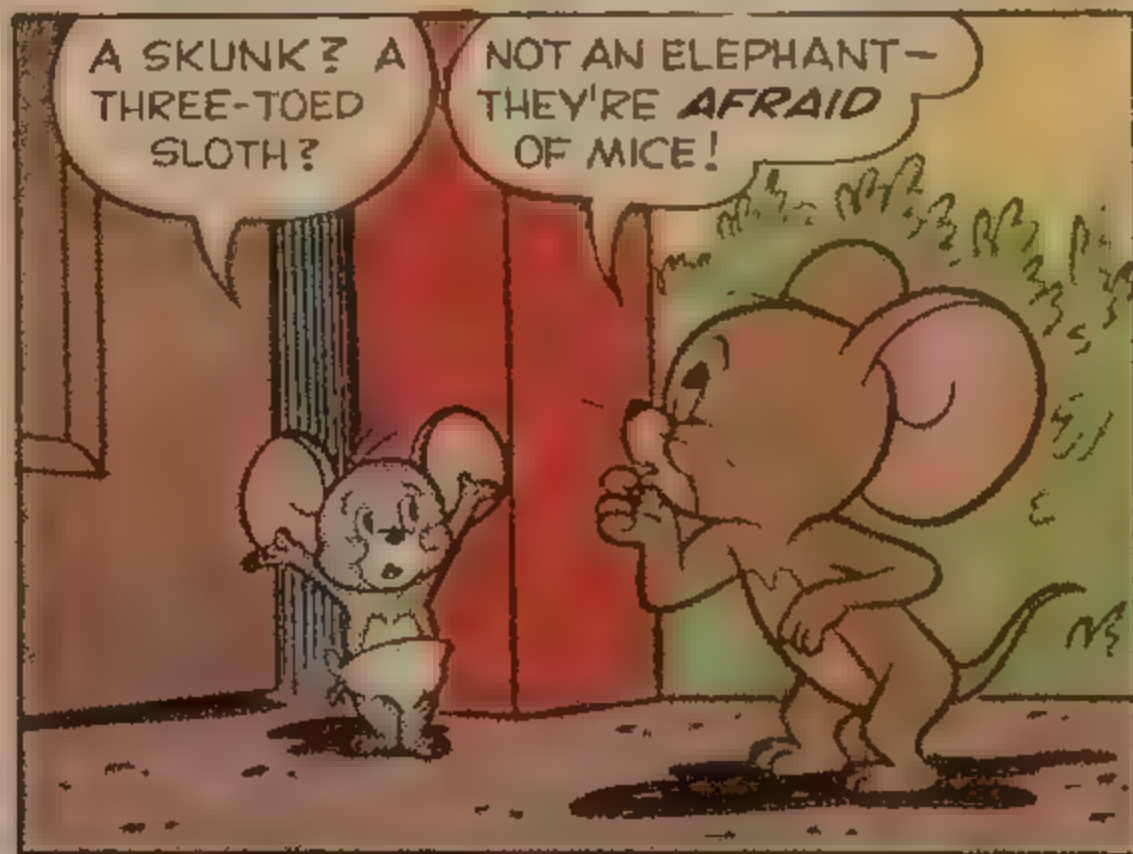
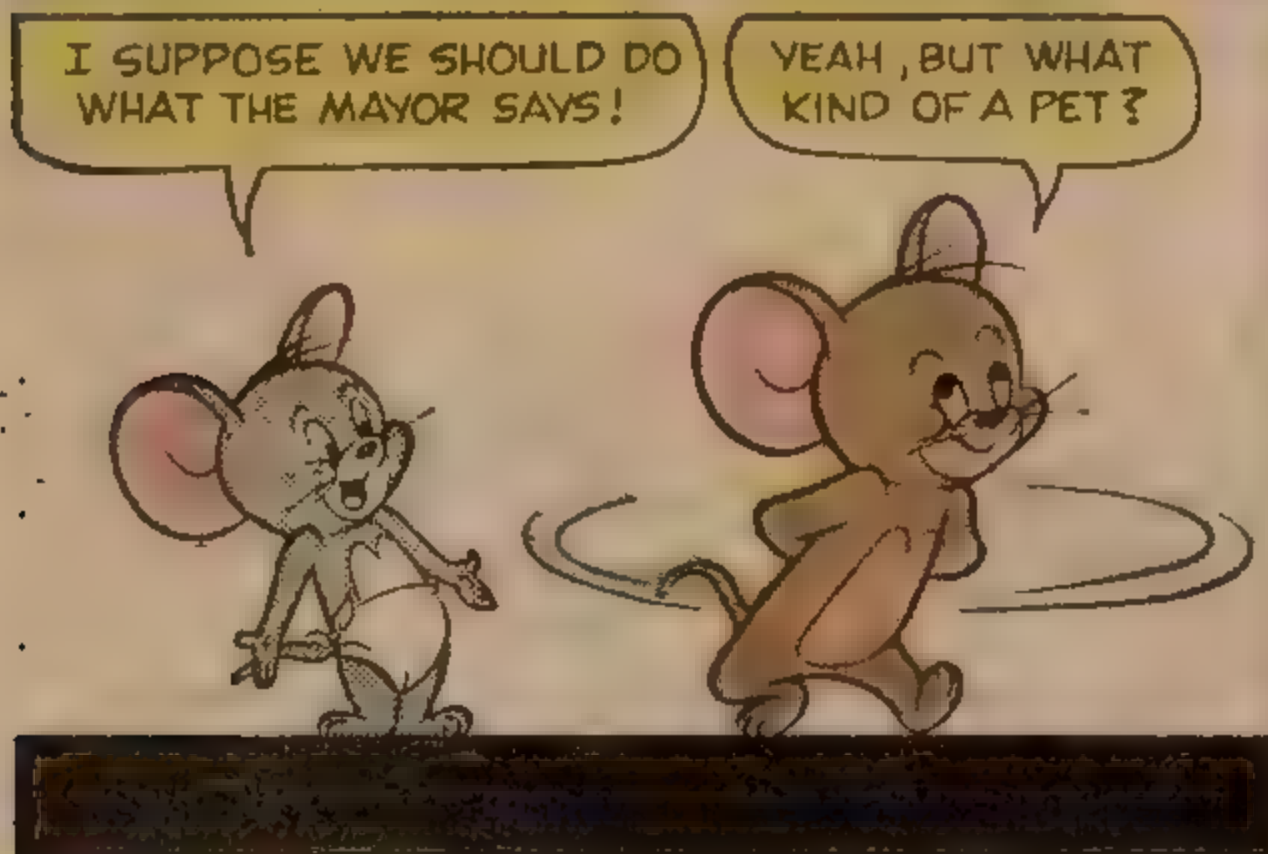
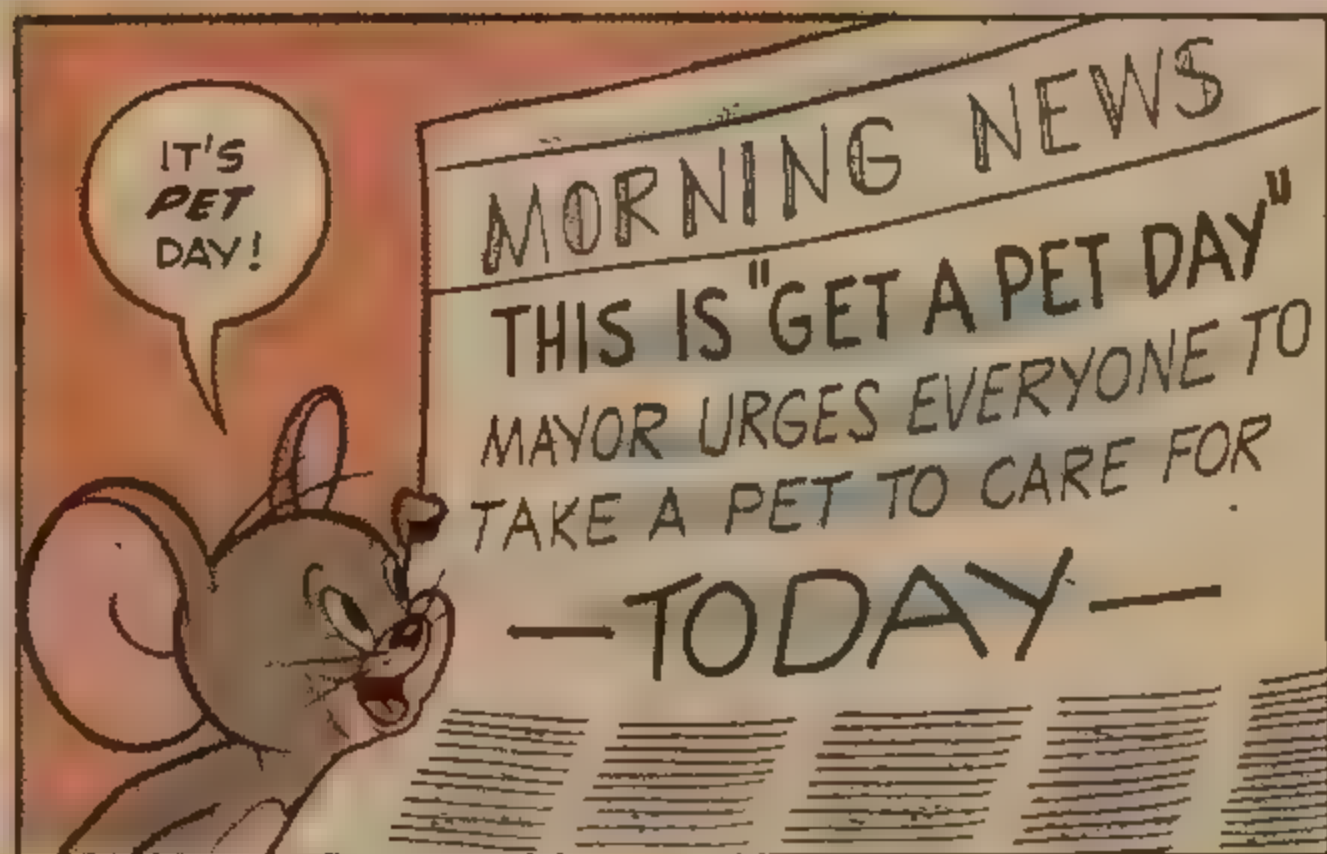
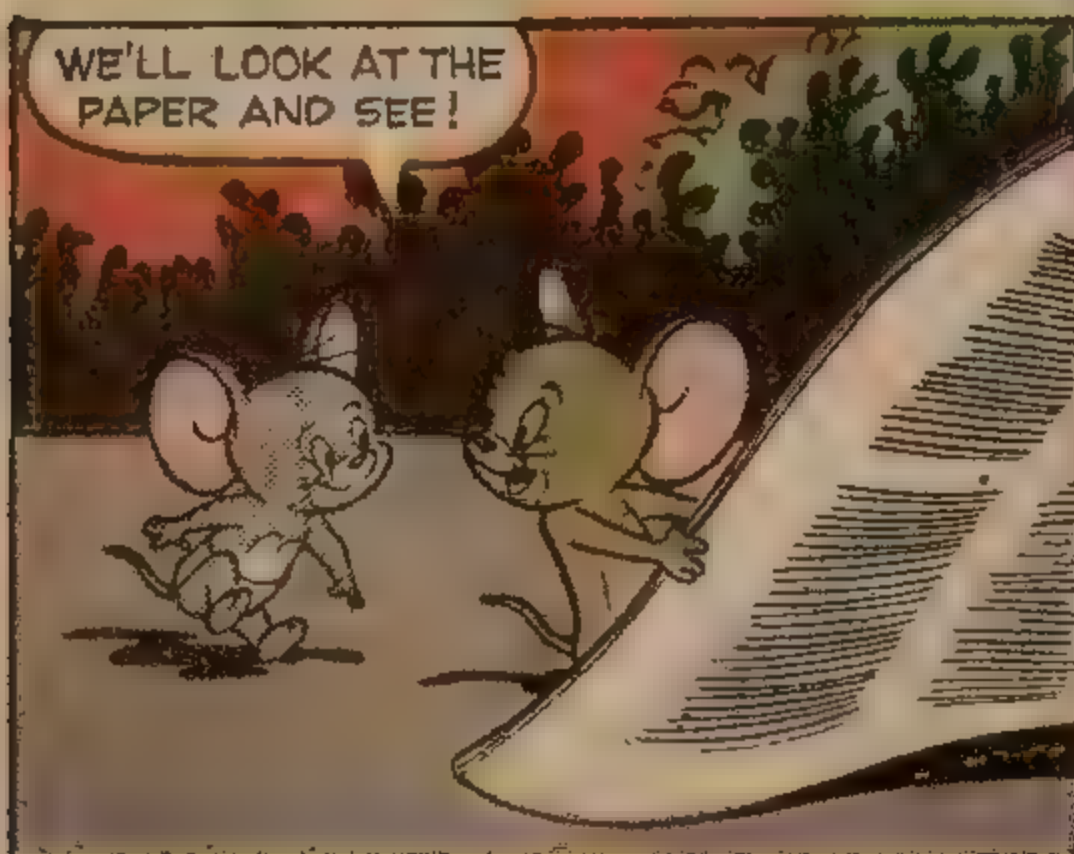
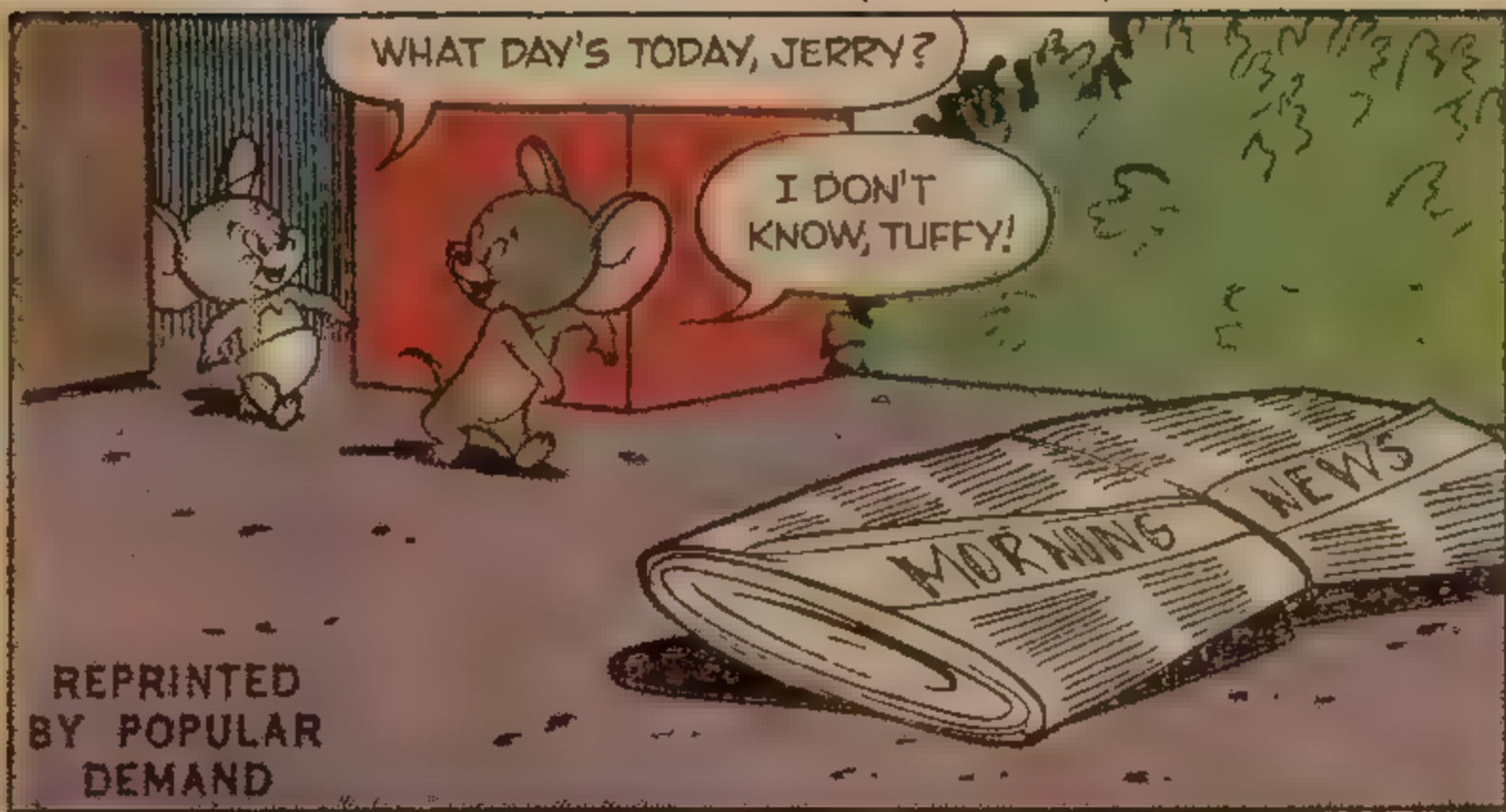
"Stop! Stop!" the little bee ordered loudly. "They were just giving me some good cake."

At that, the bees changed their frenzied buzzing to a soft, friendly whirring, and flew away.

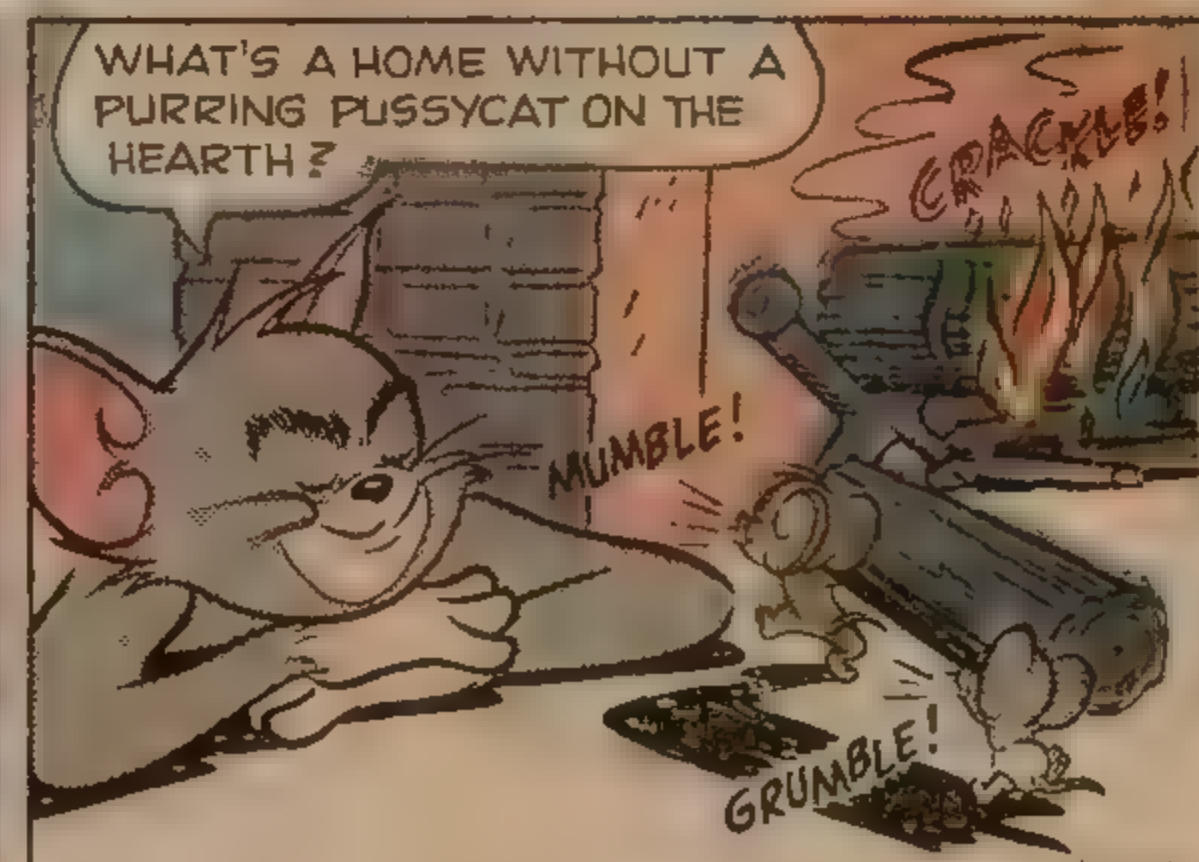
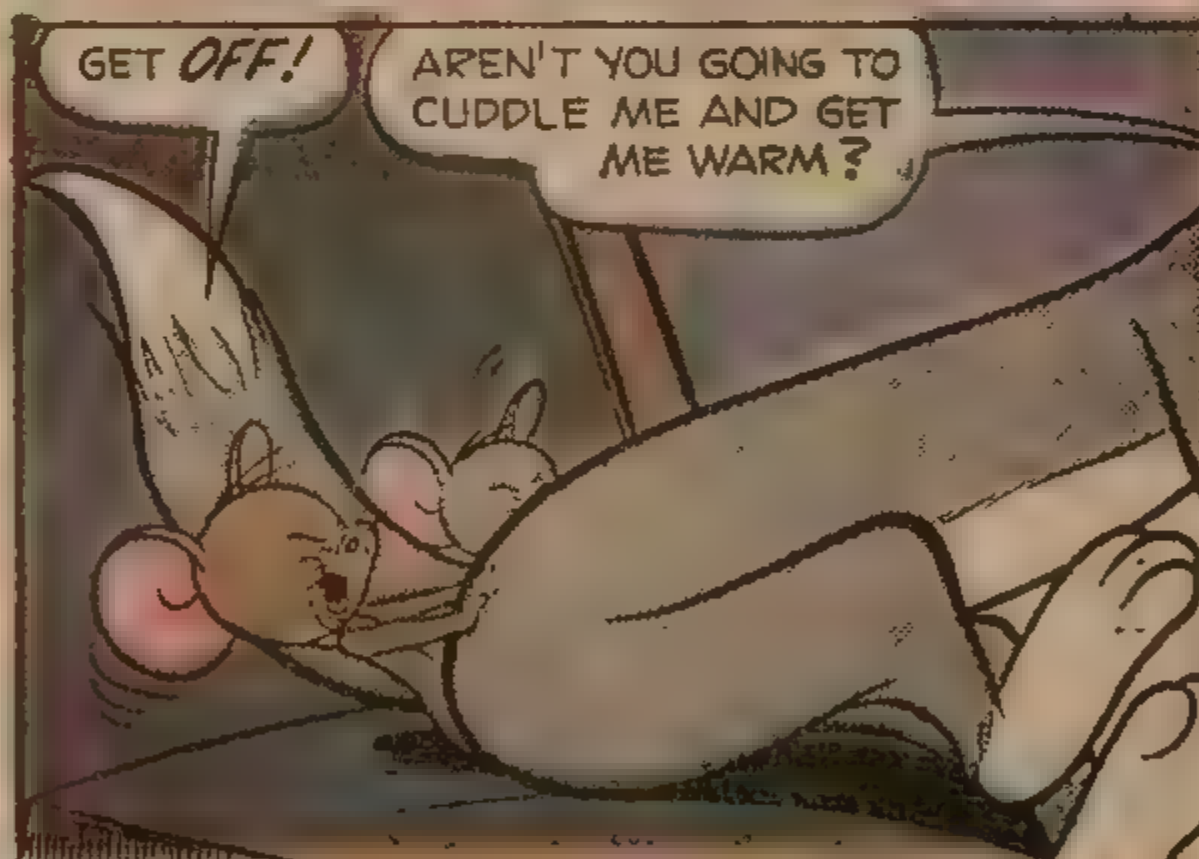
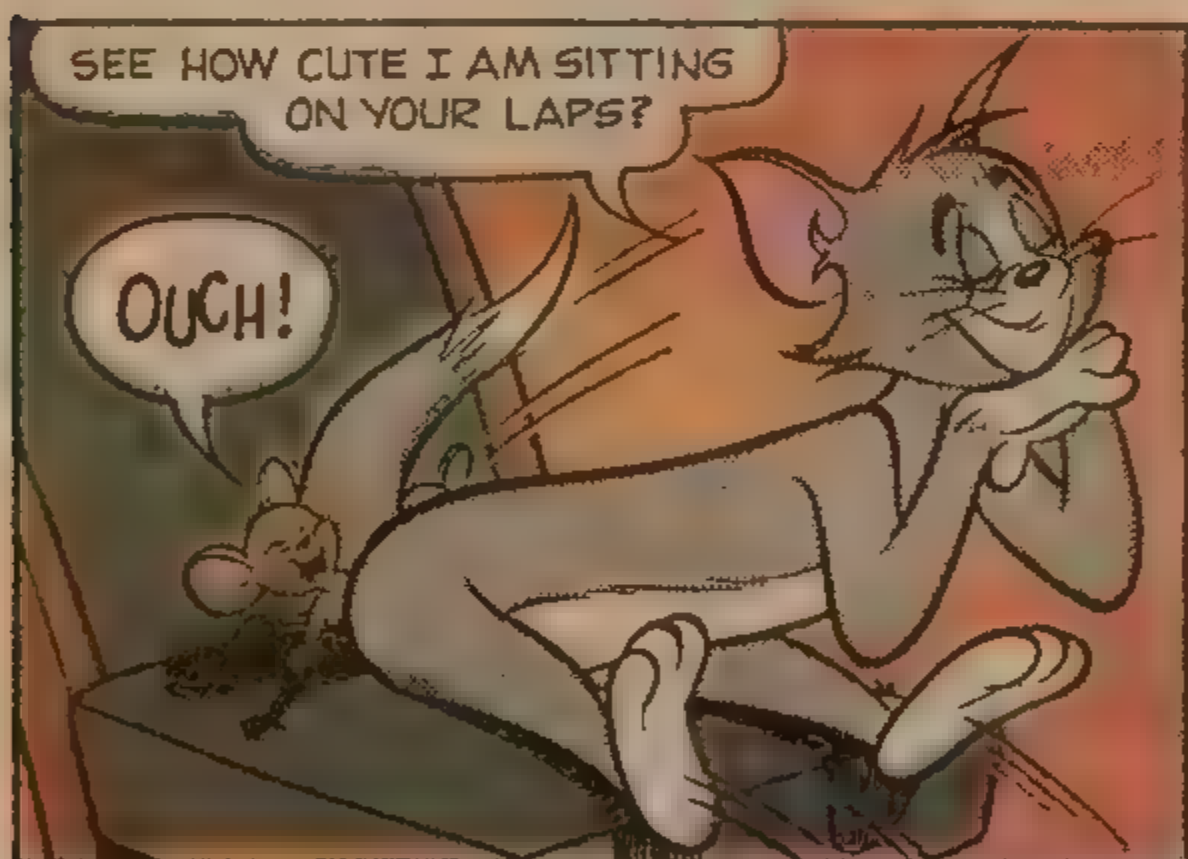
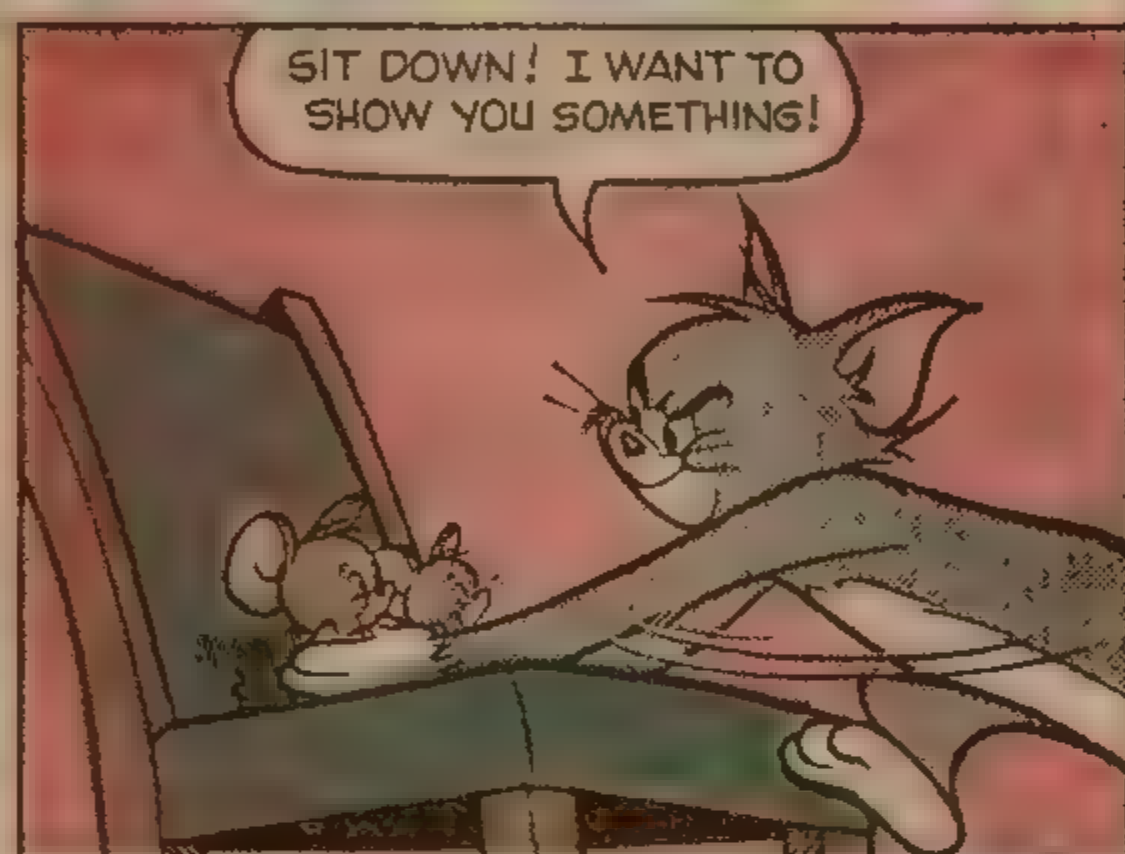
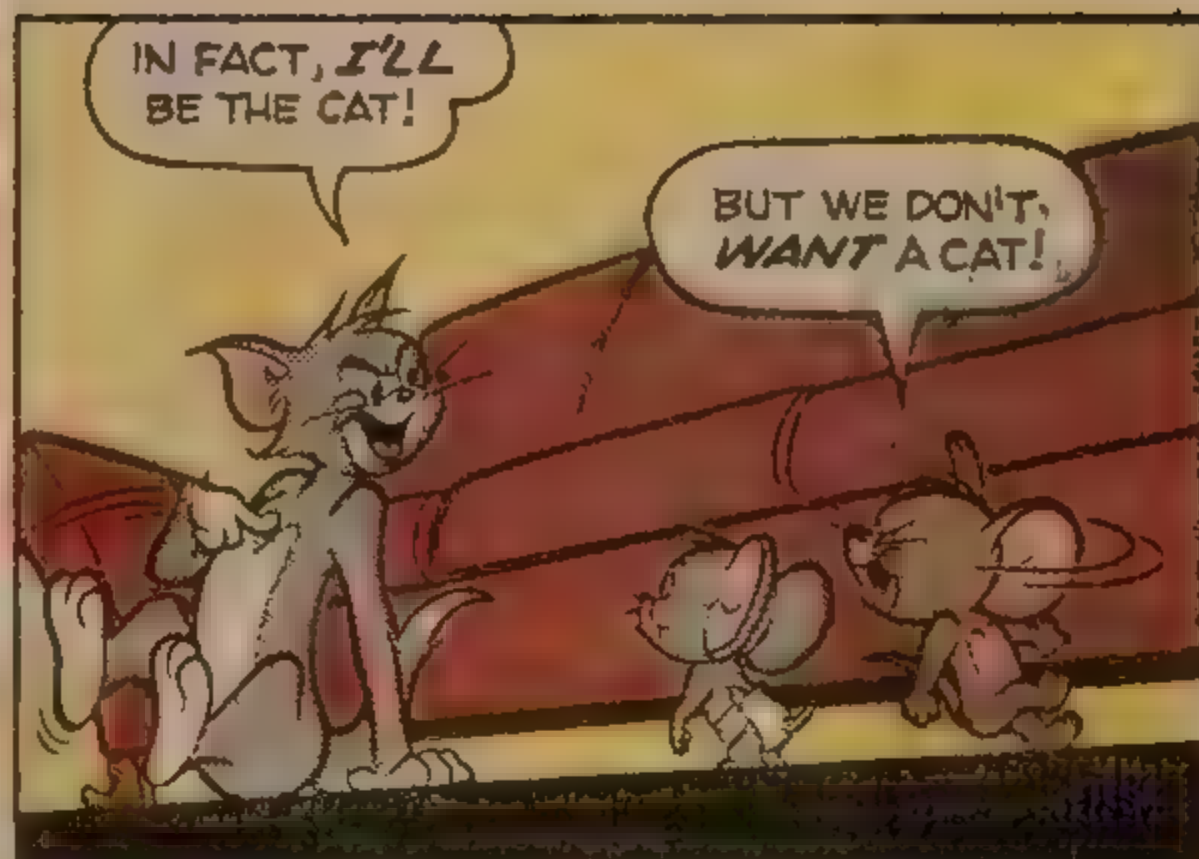
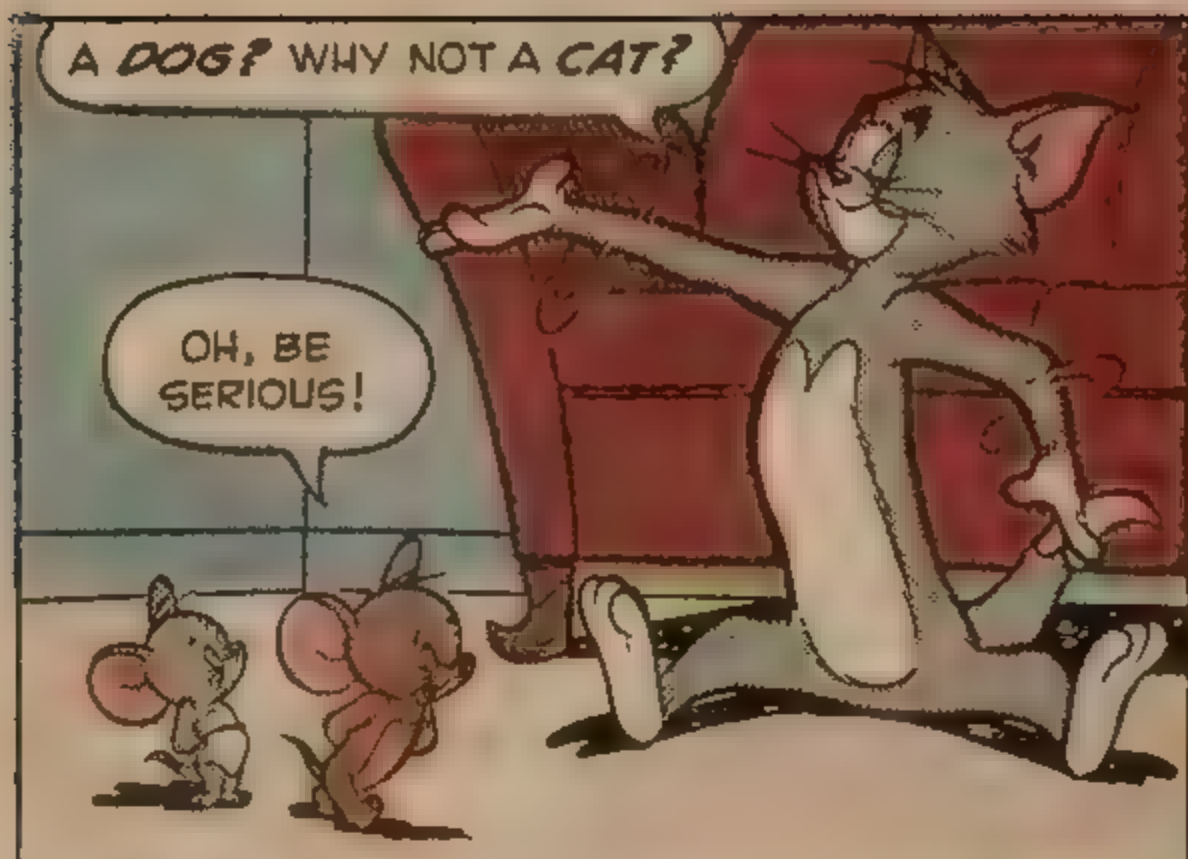
As Bertie and Billie flapped wearily home, sirup-smeared and bee-stung, they moaned in unison, "Gee, that picnic certainly was bee-wildering."



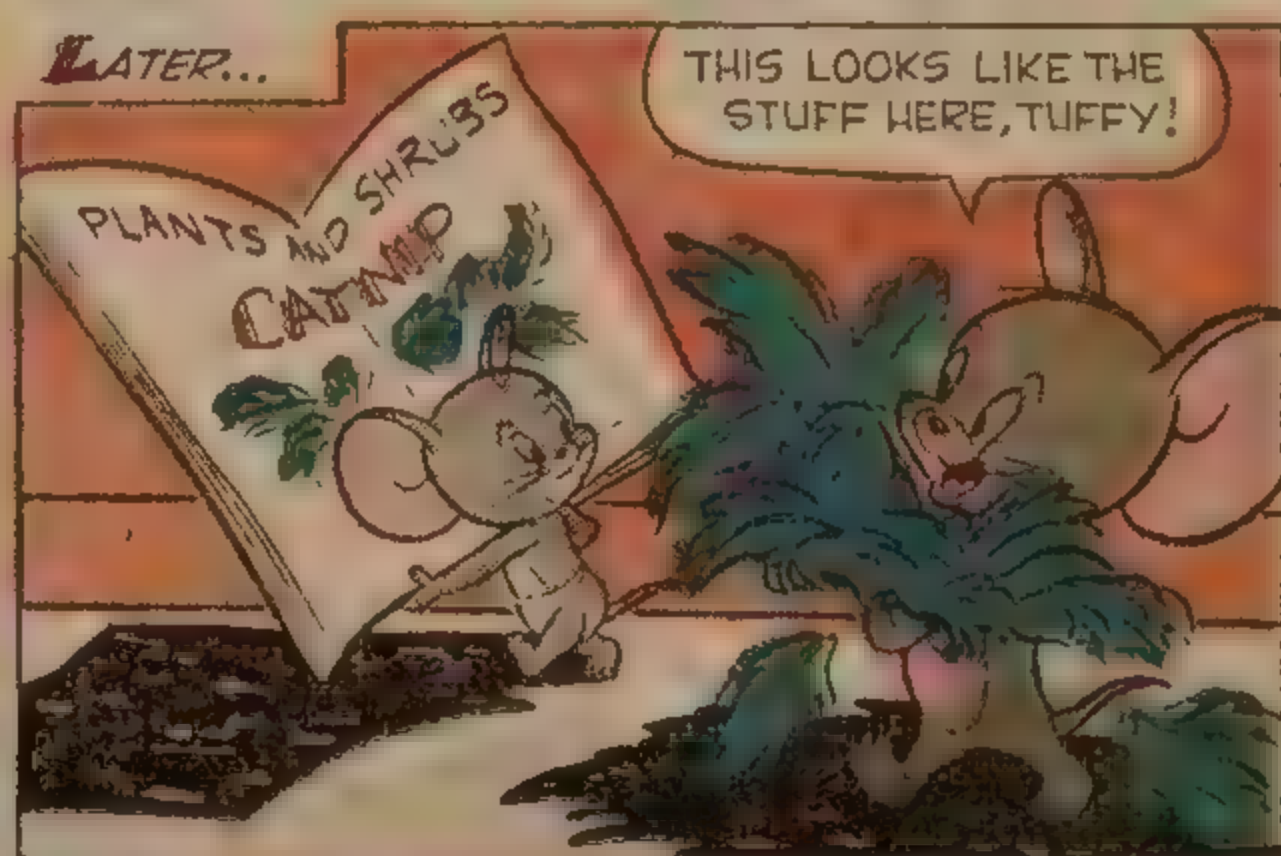
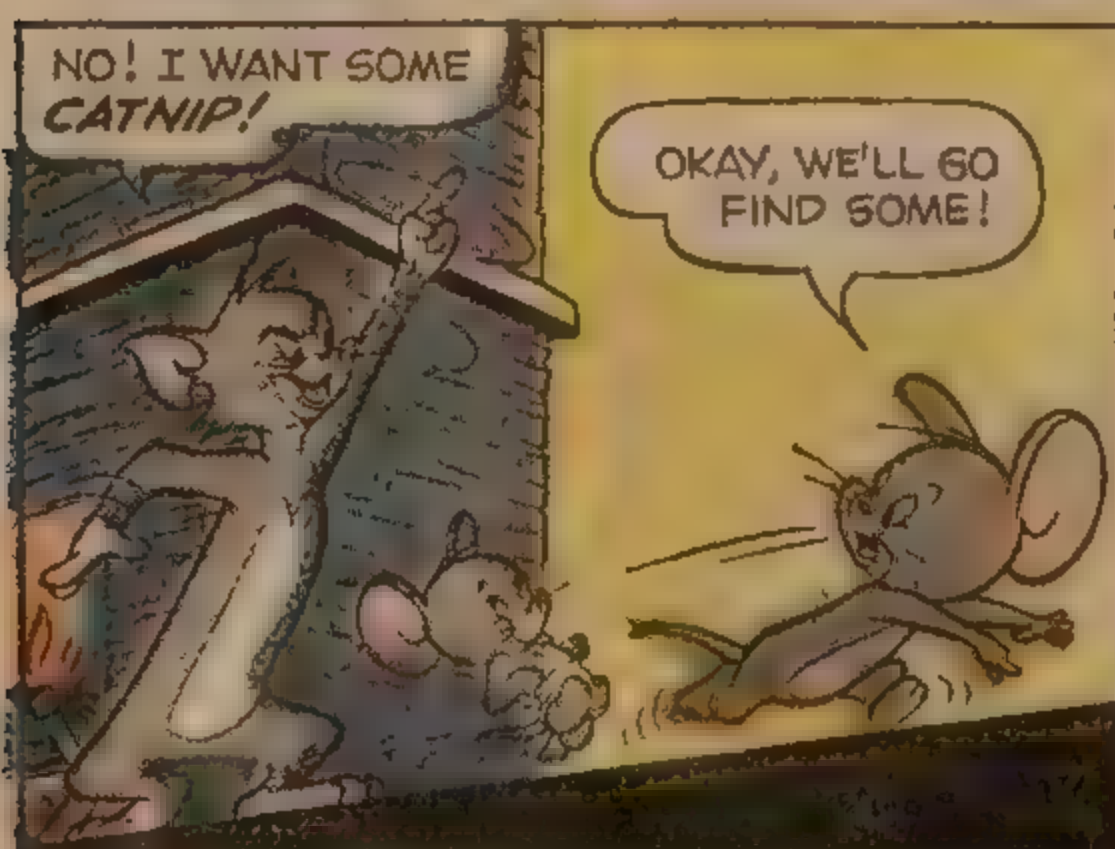
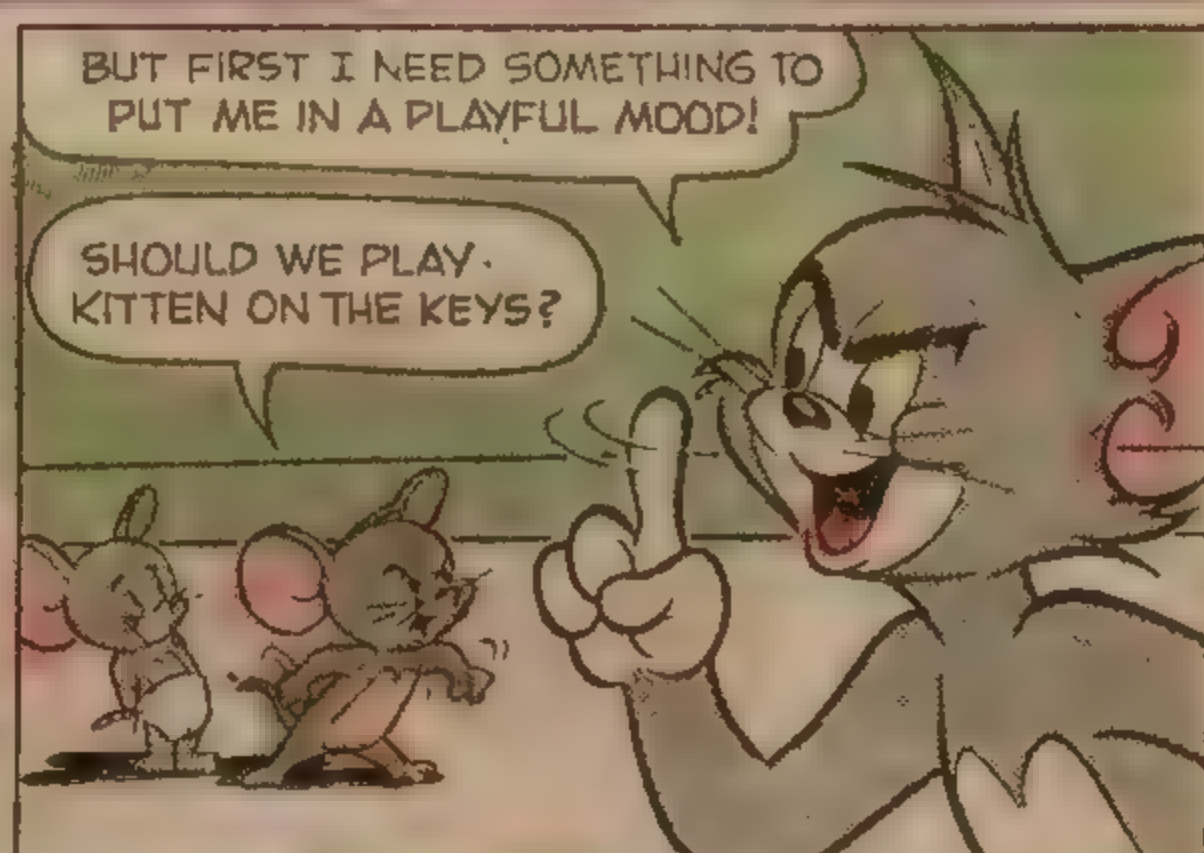
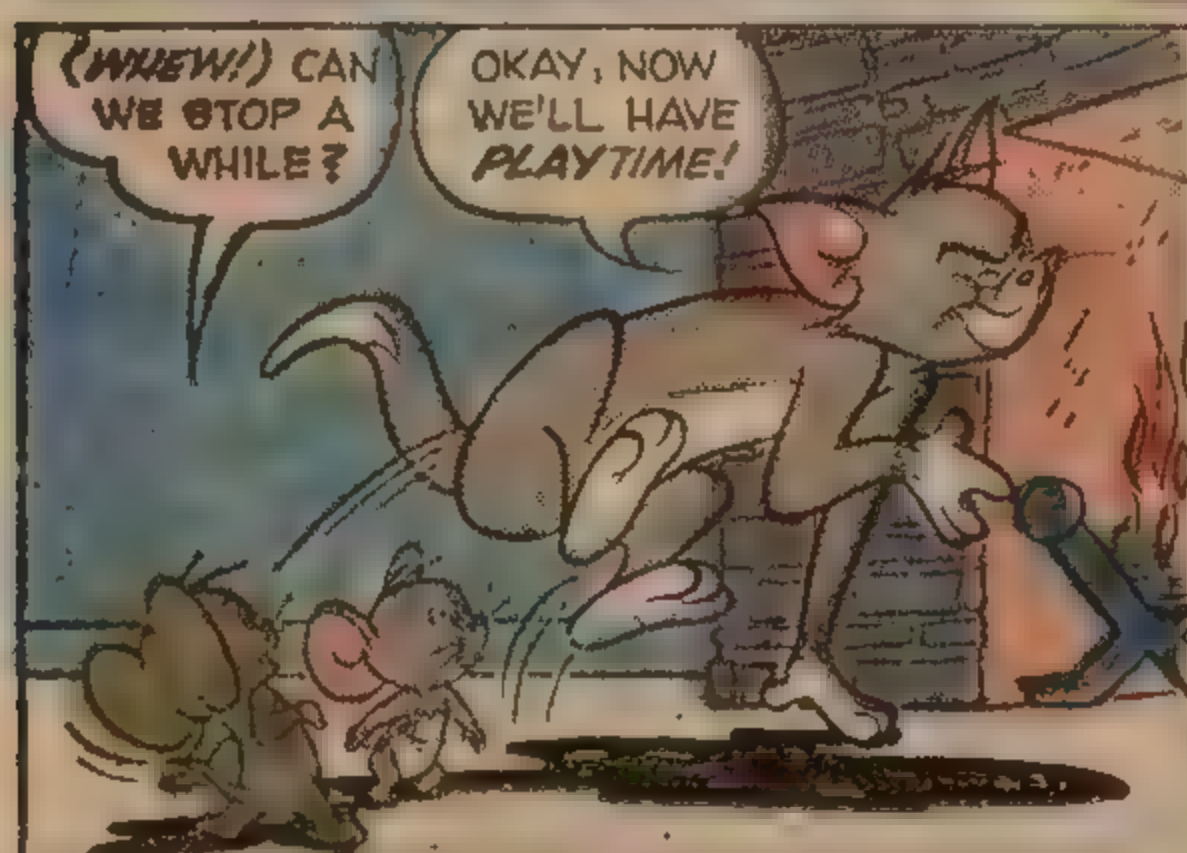
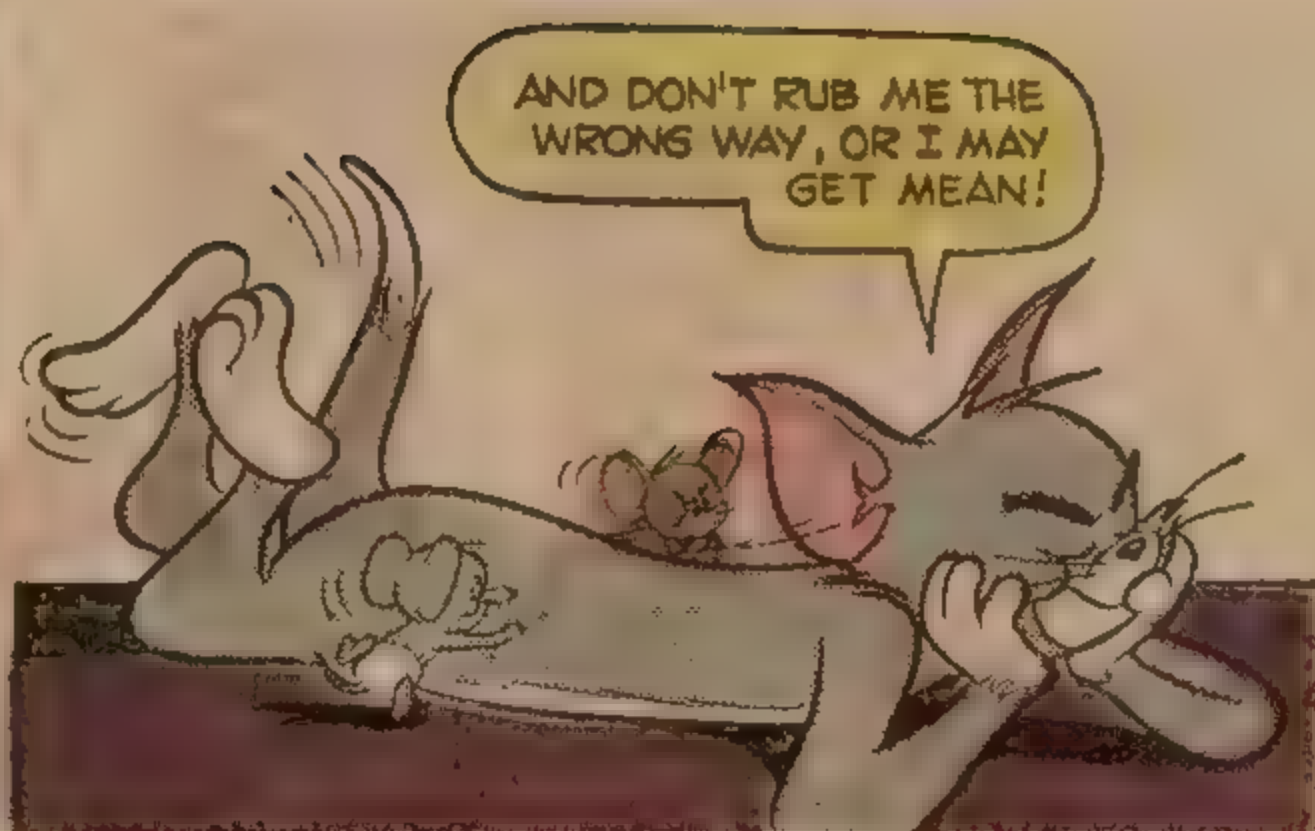
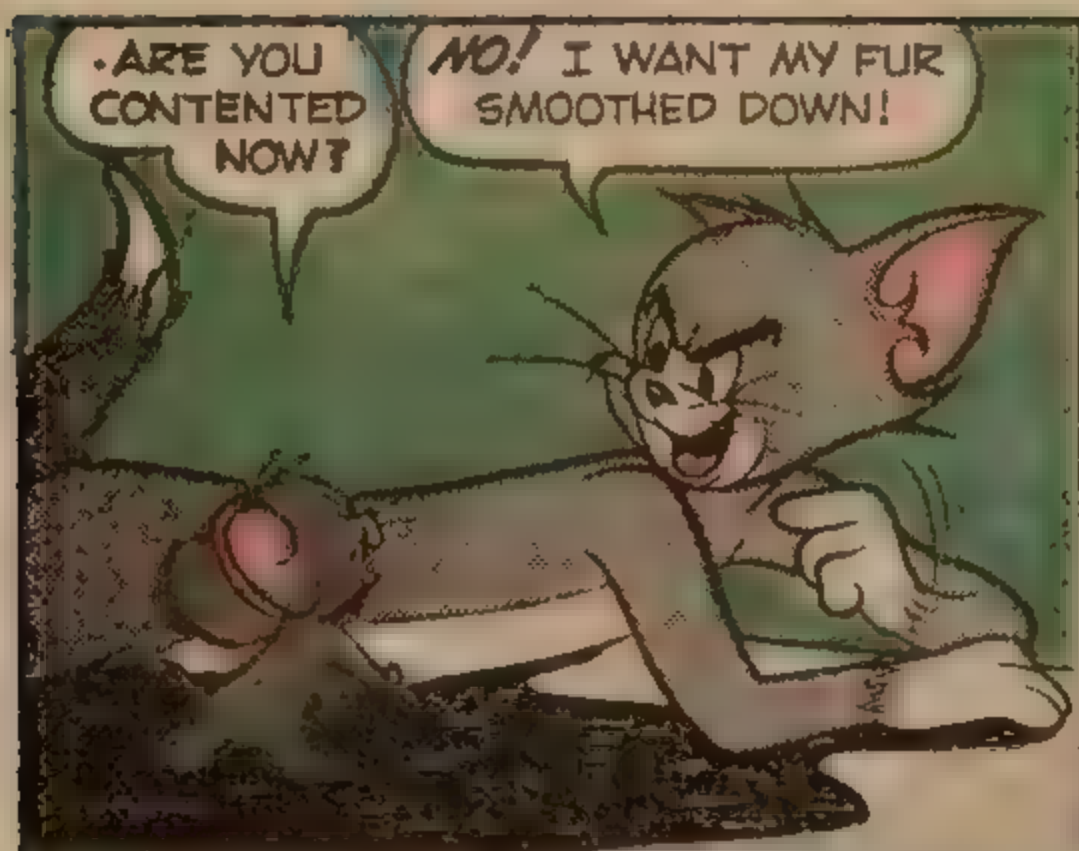
# TOM and JERRY



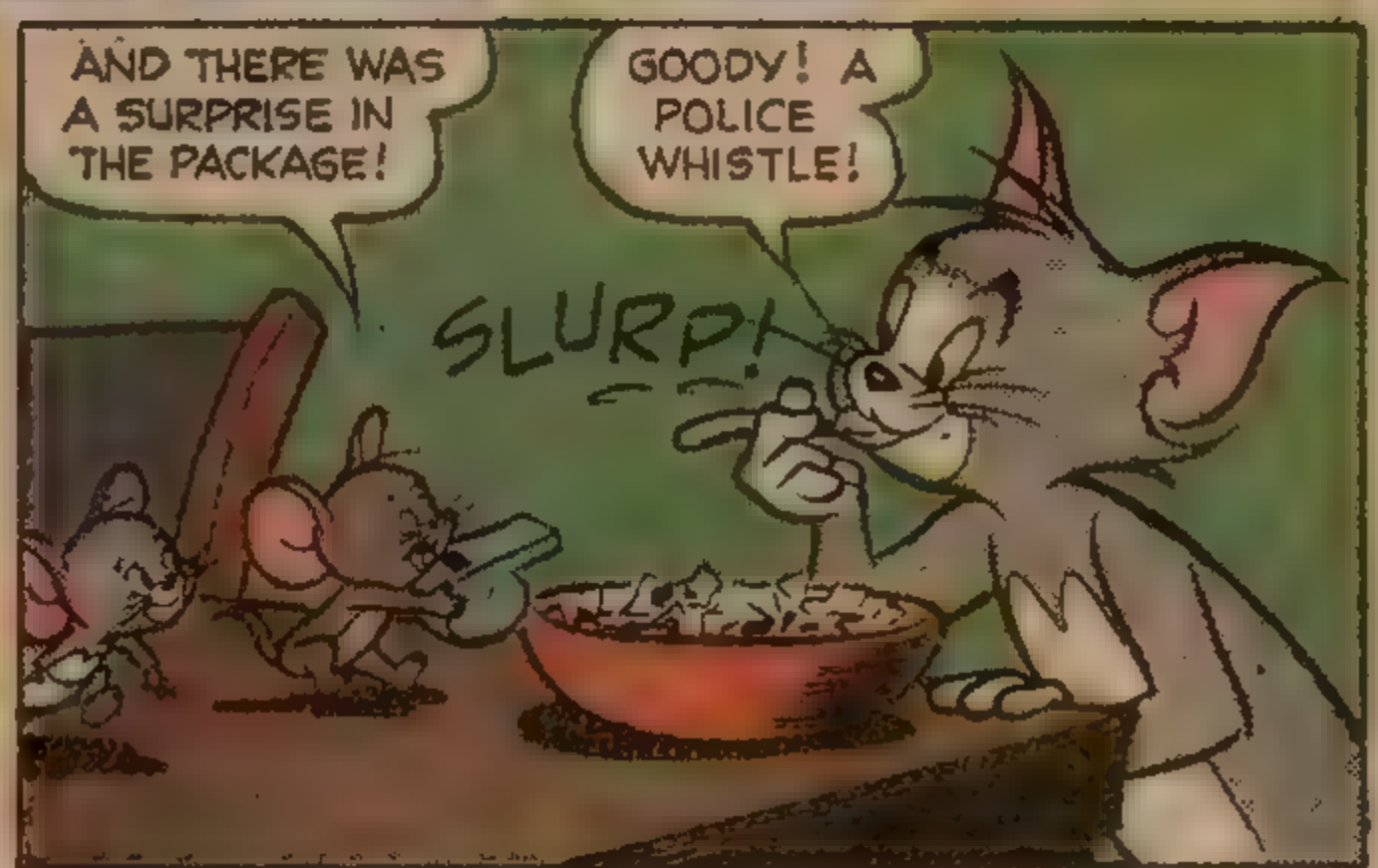
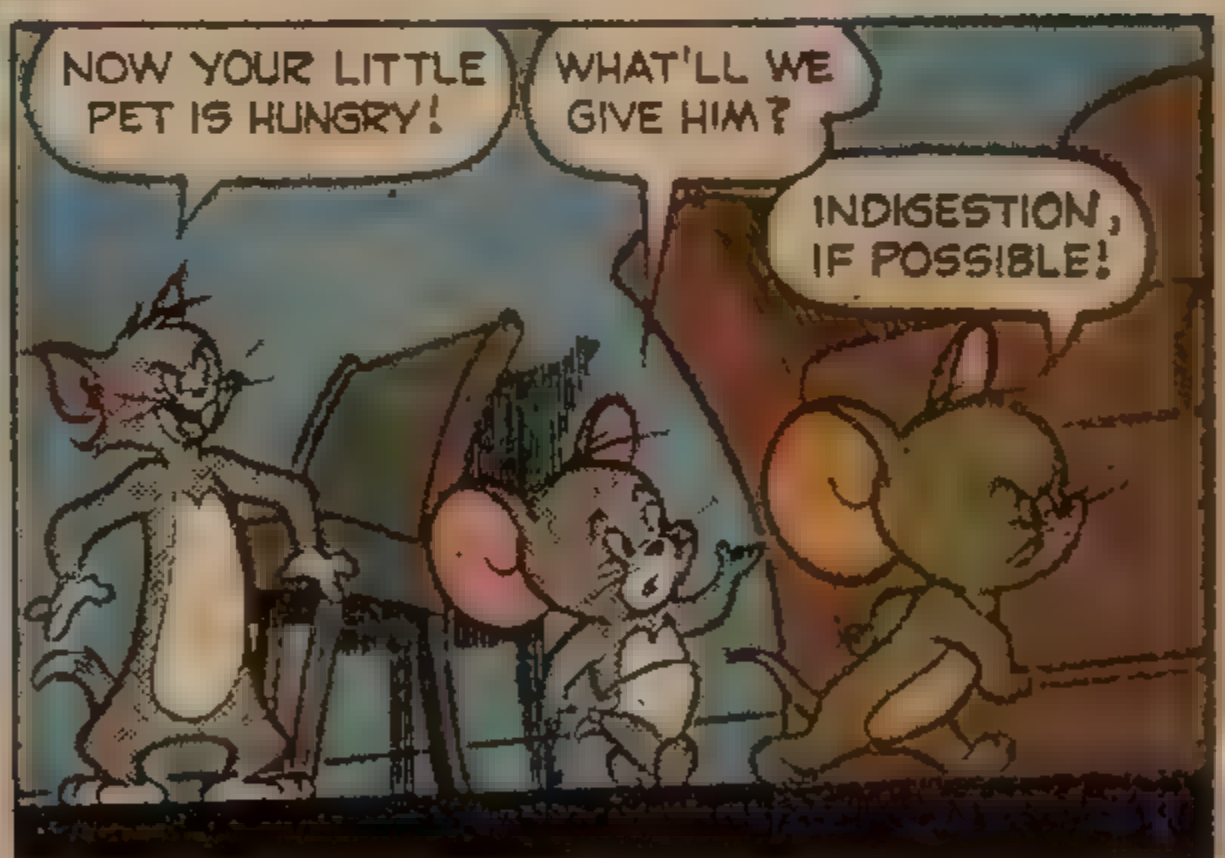
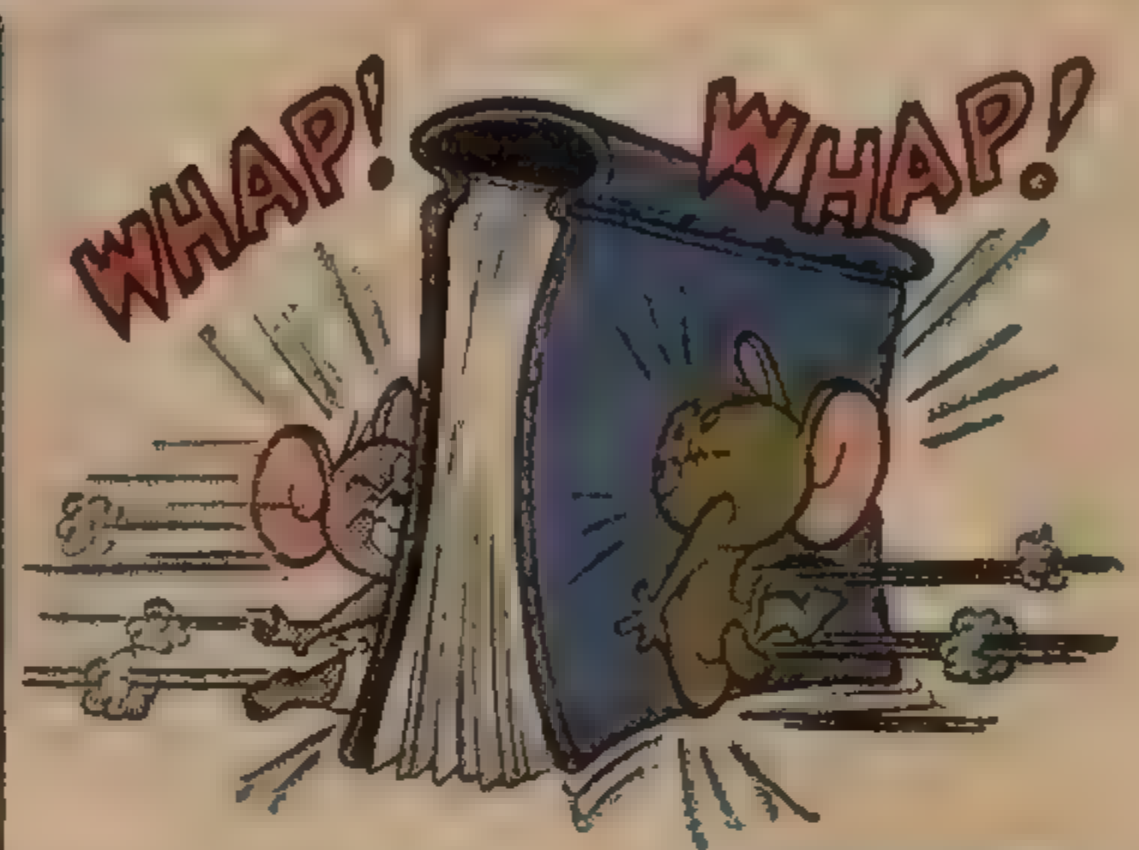
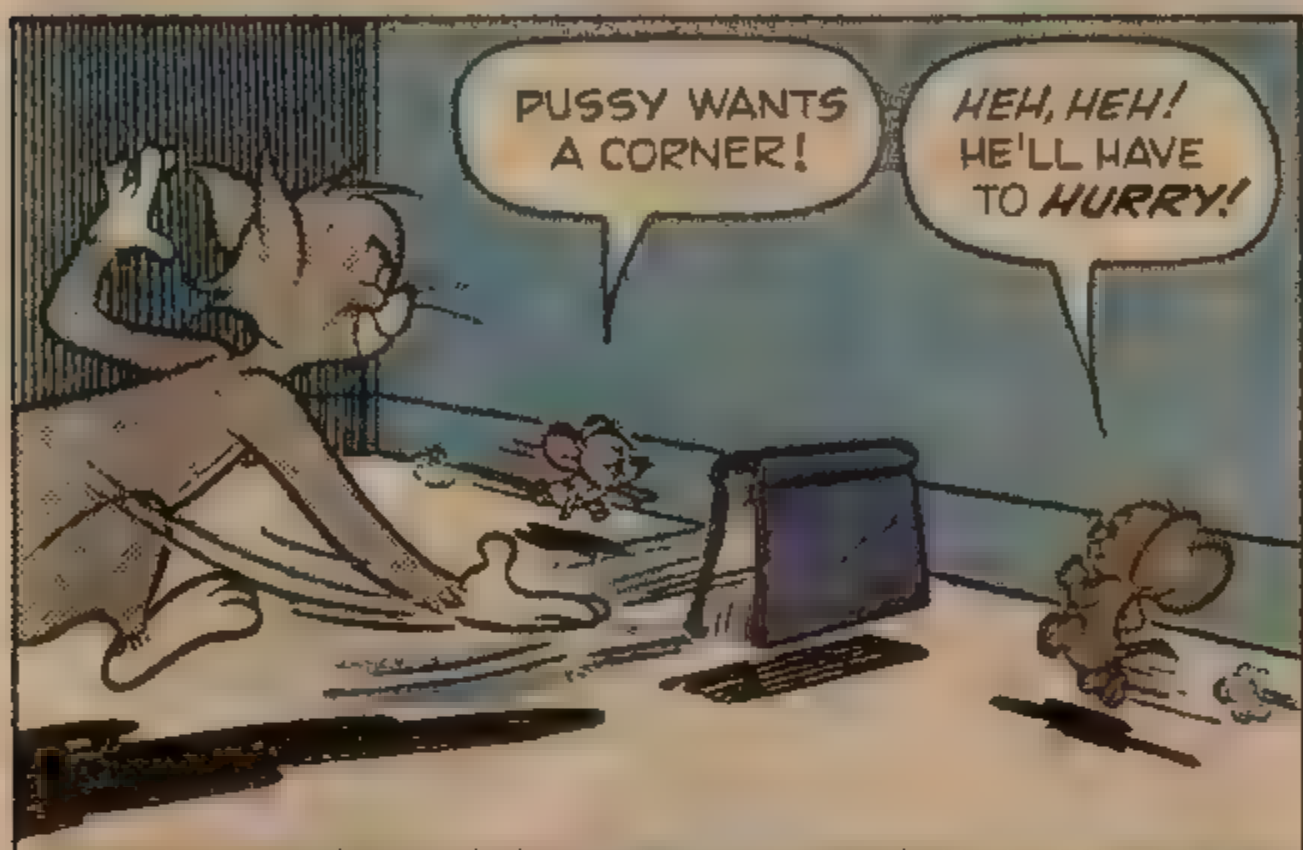
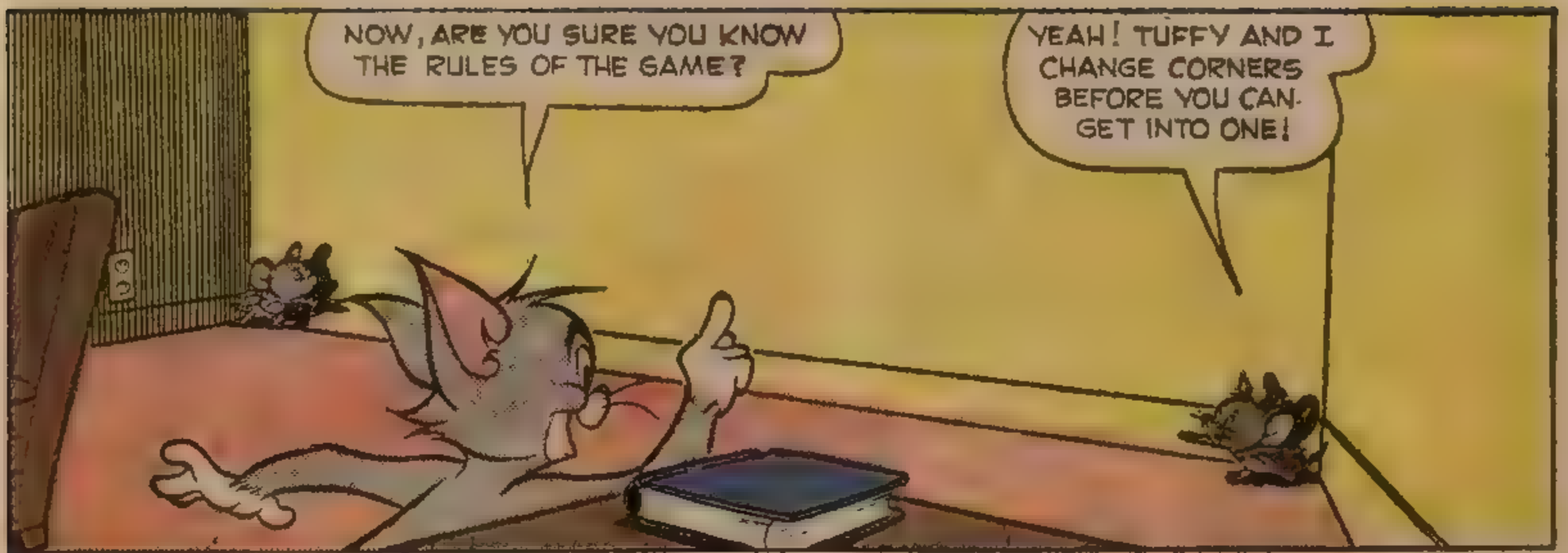




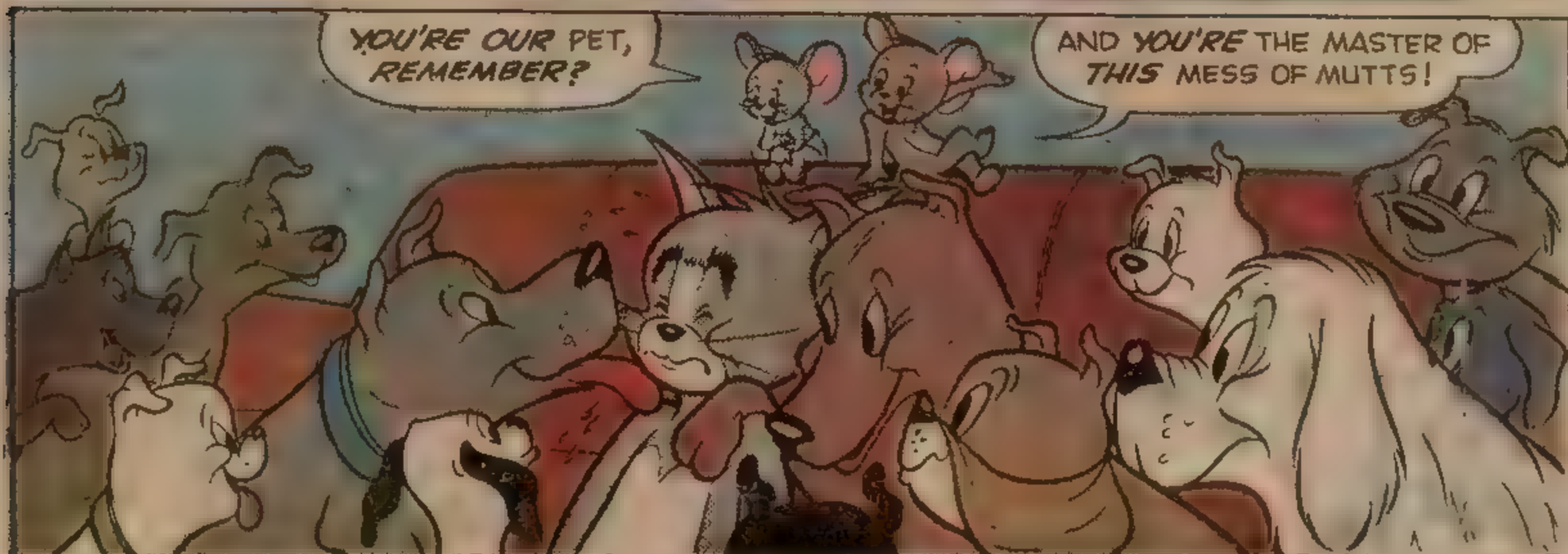
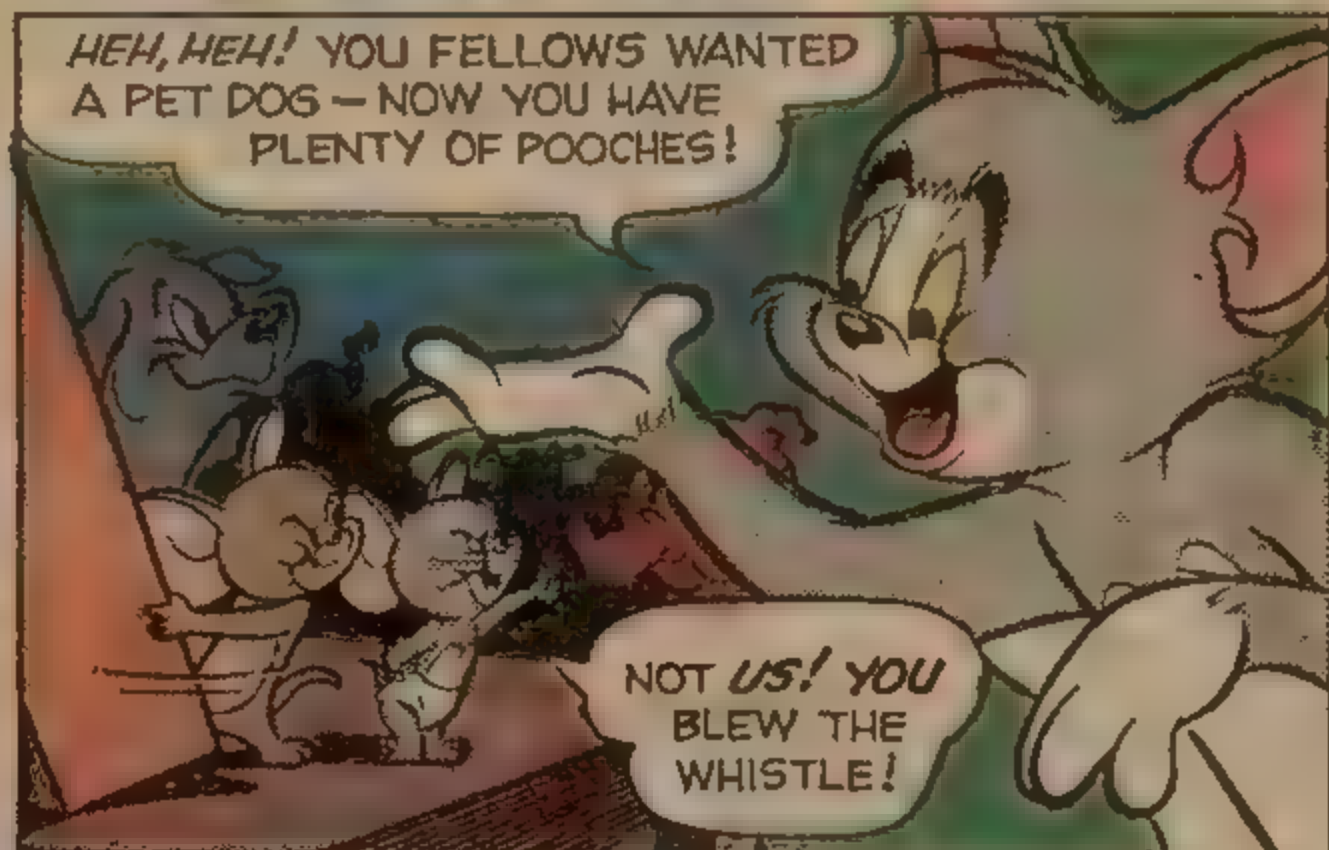
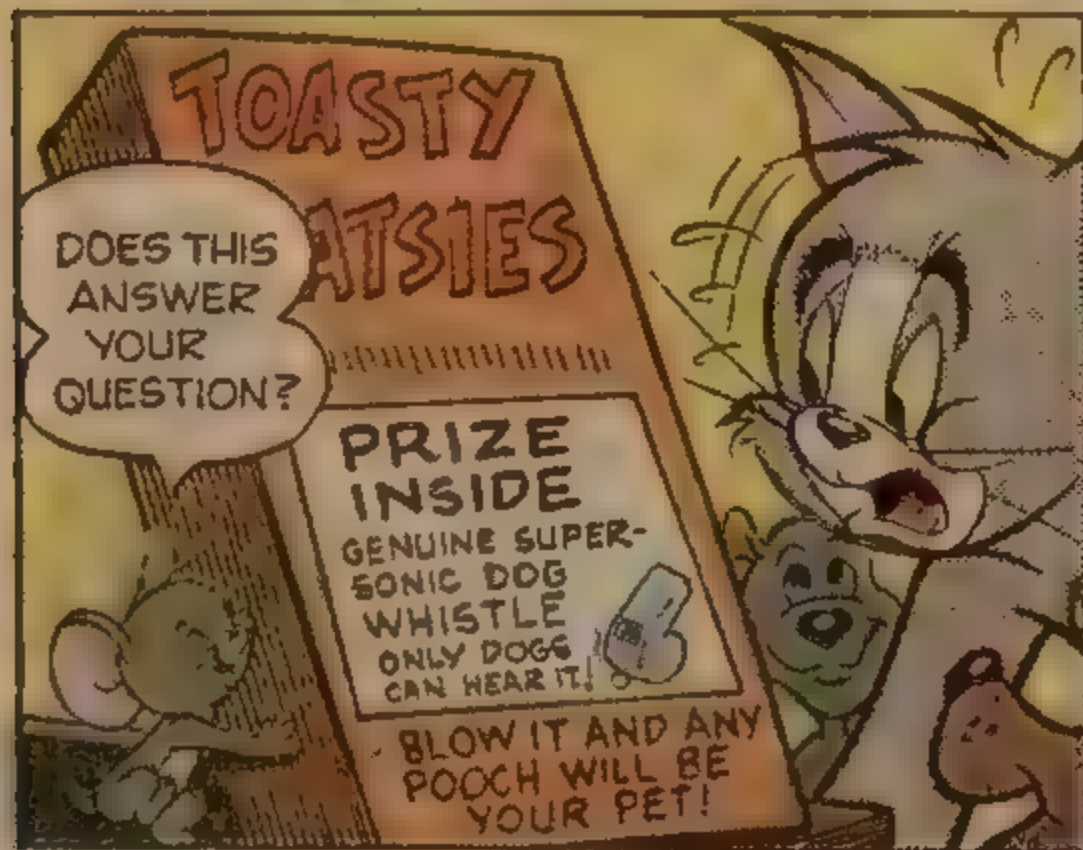
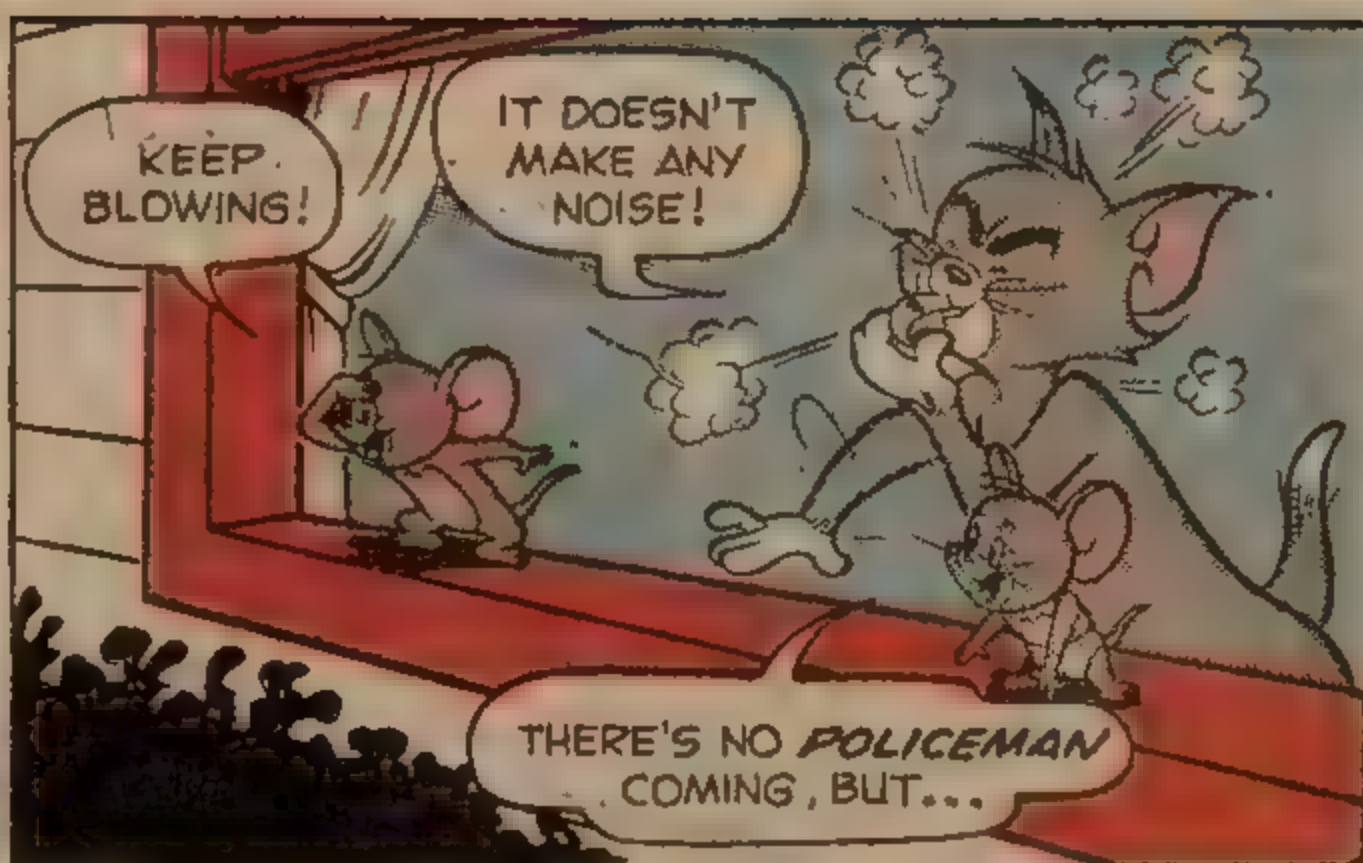
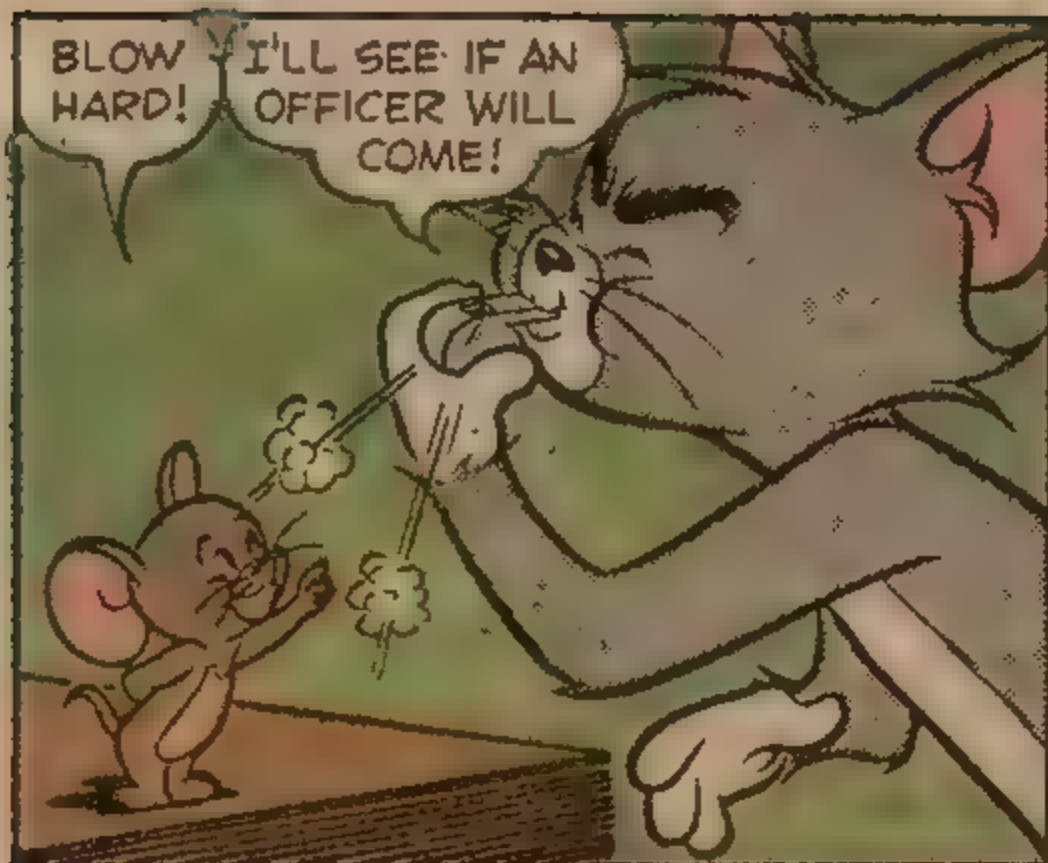










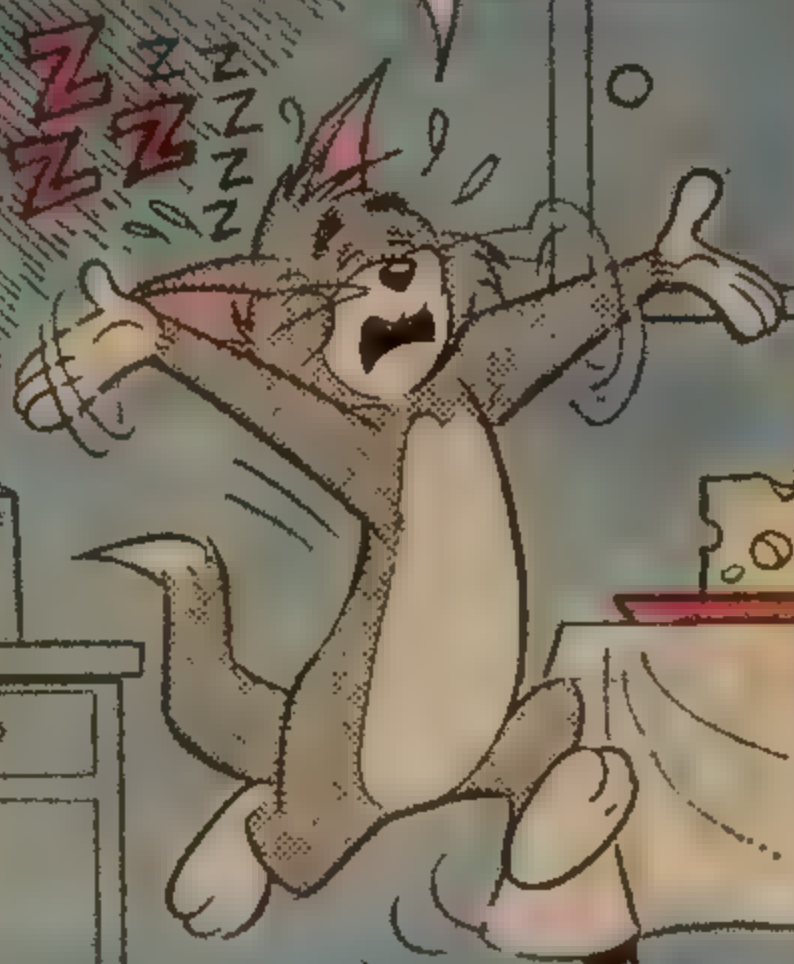




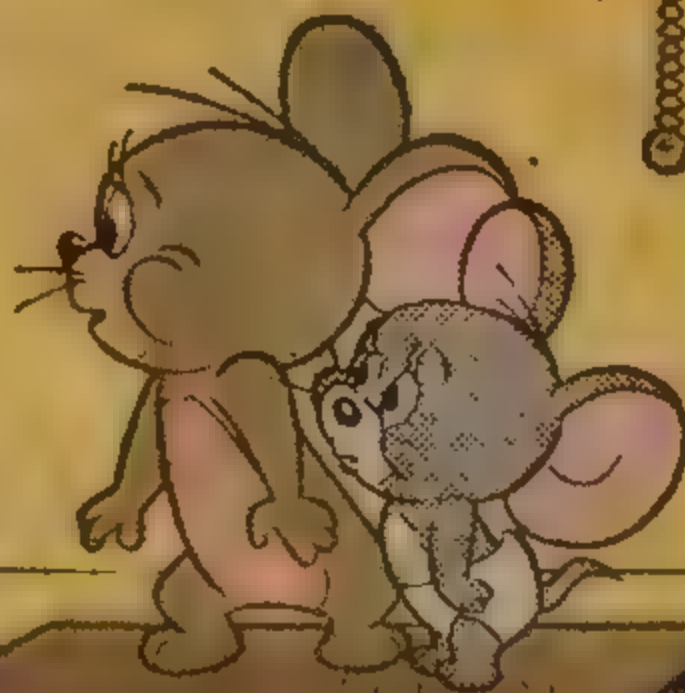
Tom and  
Jerry

# CAMPER TRAMPS

SCAT! SCAT! PU-LEASE  
LEAVE THE CHEESE!  
OH, PU-LEASE!



HEY! WHAT'S WITH  
OL' TOM? HAS  
HE FLIPPED HIS  
FLURRY TOP?



POP!

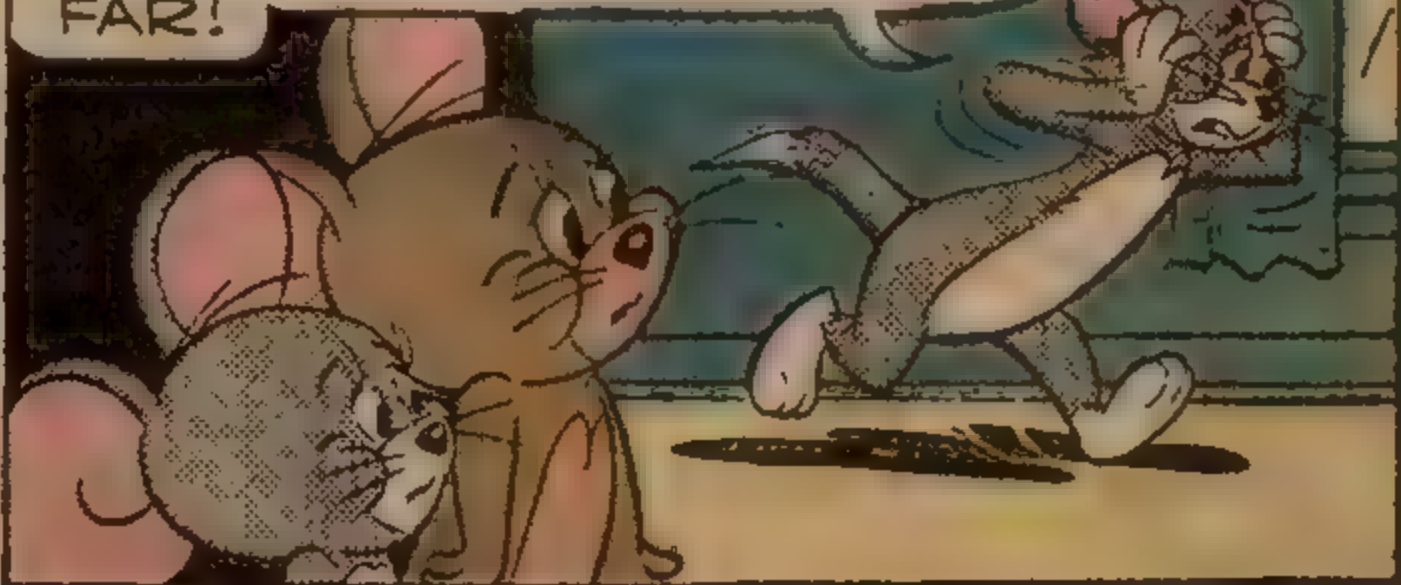
HUH? I WAS  
DREAMING!

ZZZZZ

ZZ



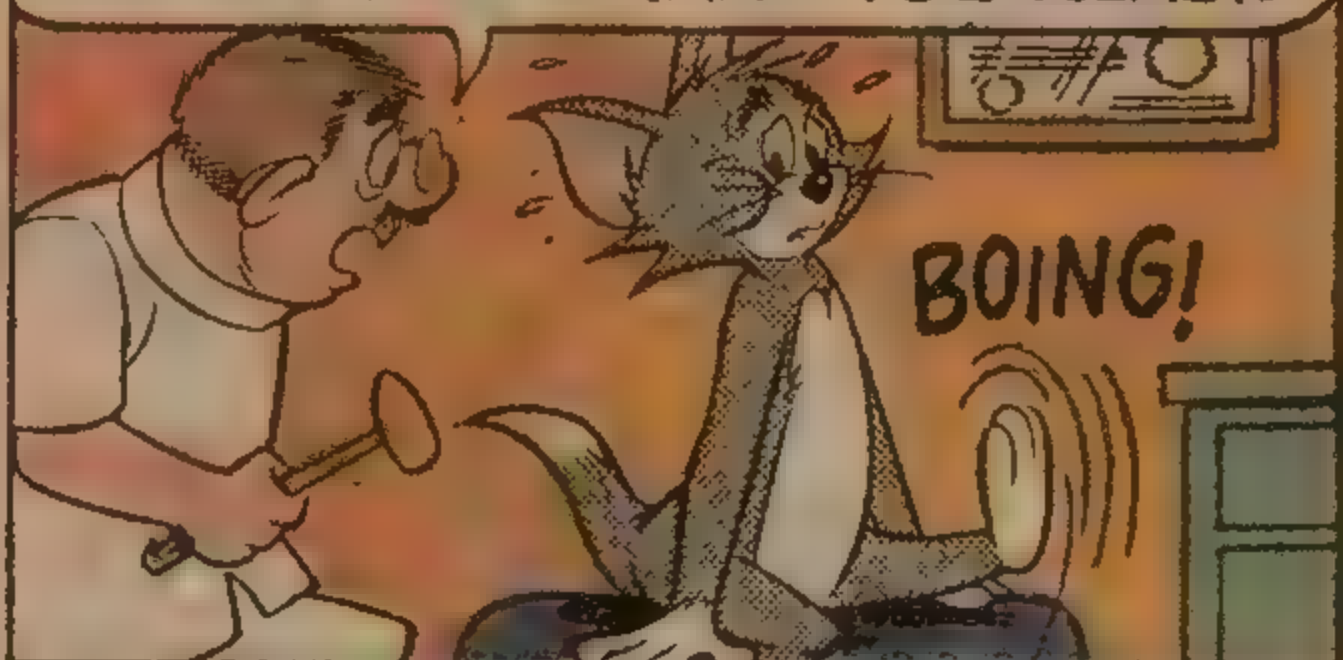
(GROAN!) WHEN A COUPLE  
OF LITTLE MICE CAN GIVE A  
BIG, HUSKY CAT BAD DREAMS,  
THINGS HAVE GONE TOO  
FAR!



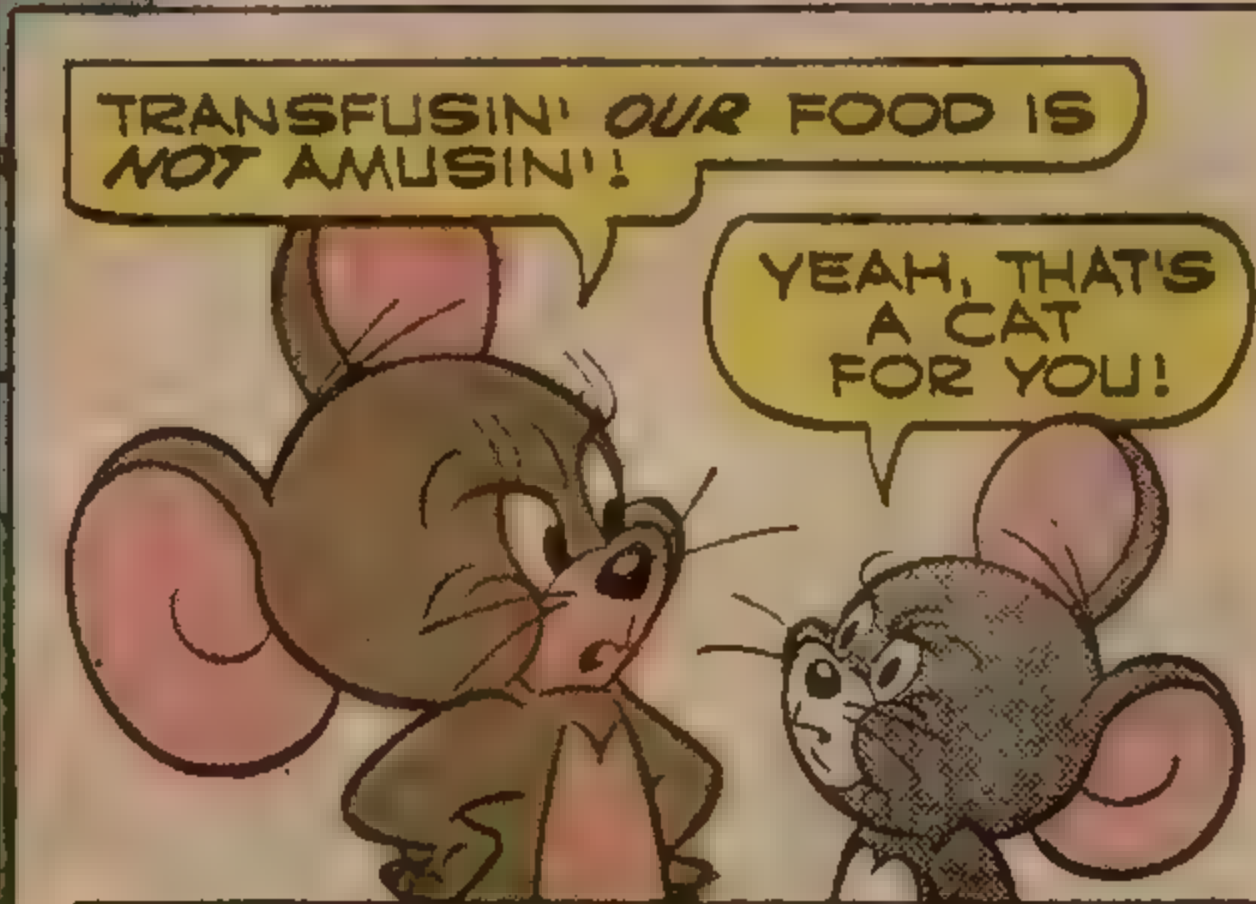
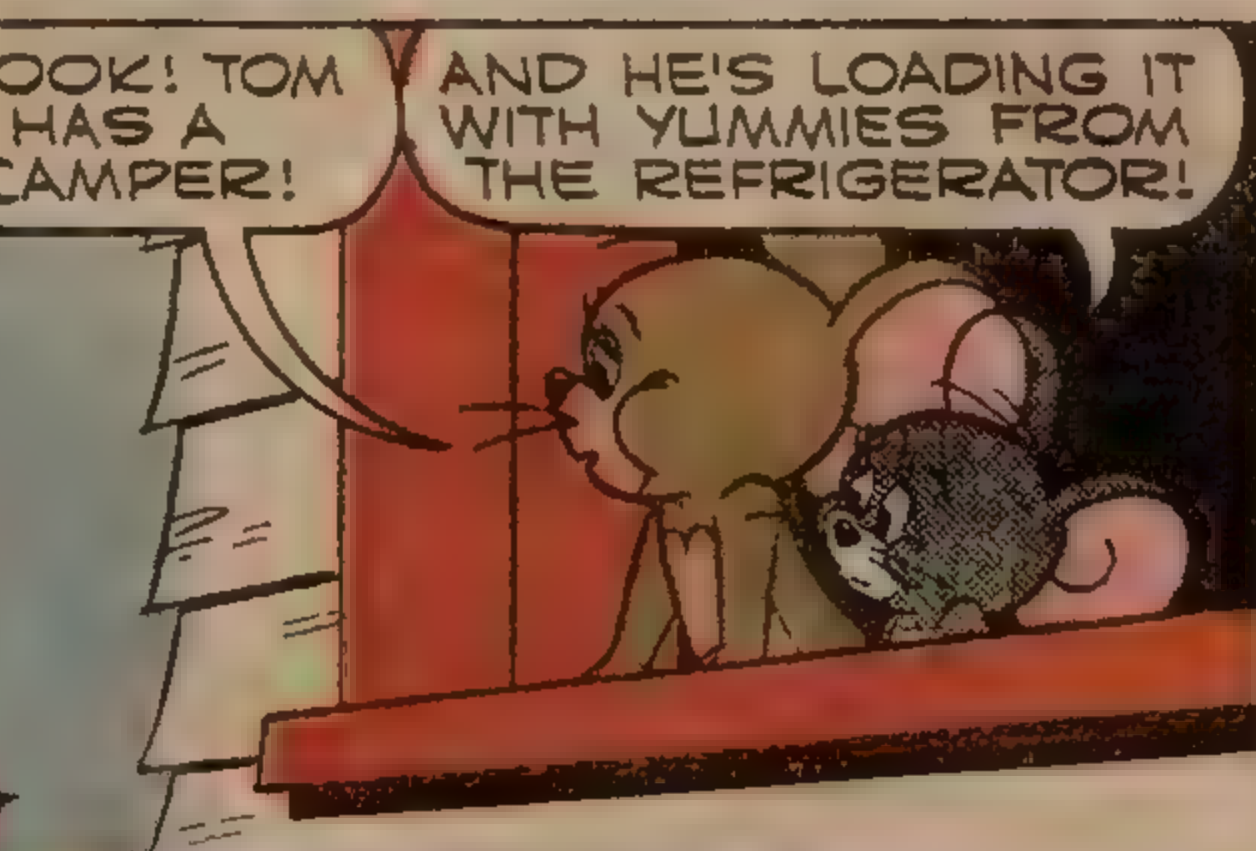
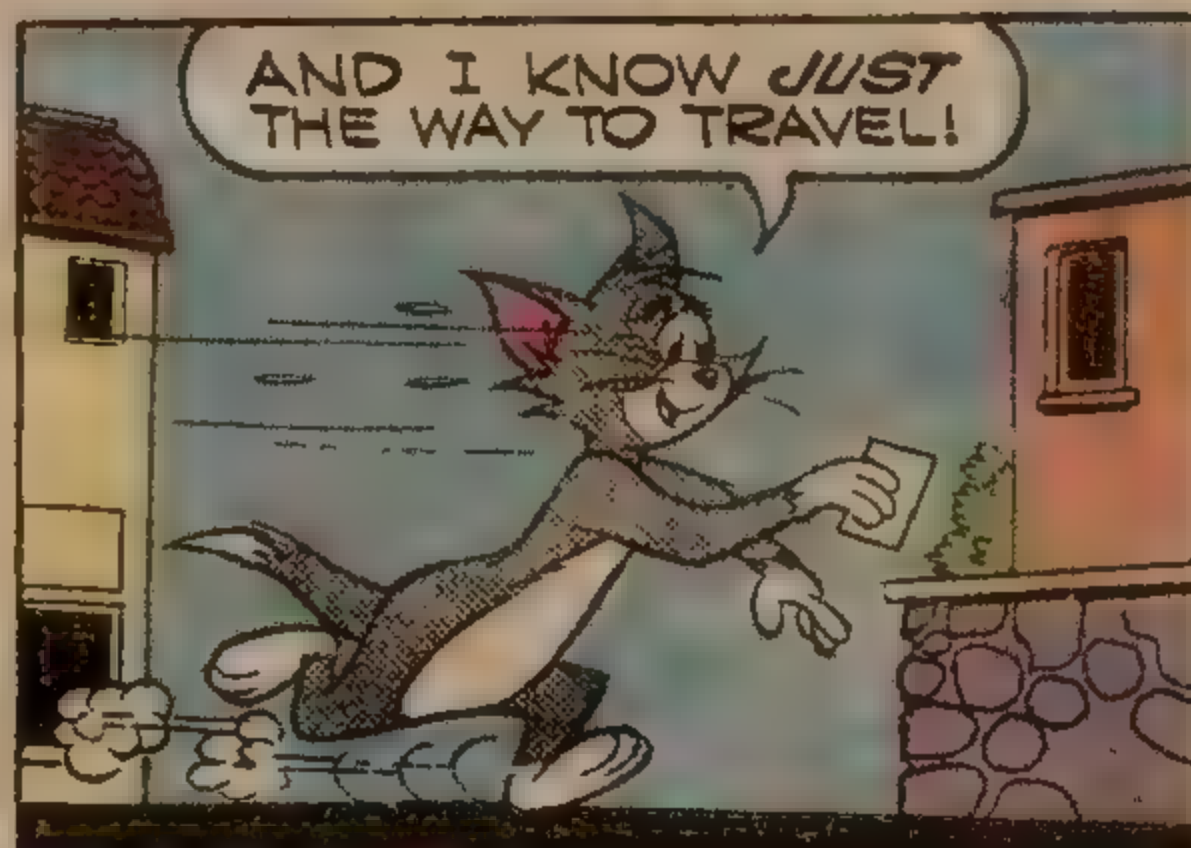
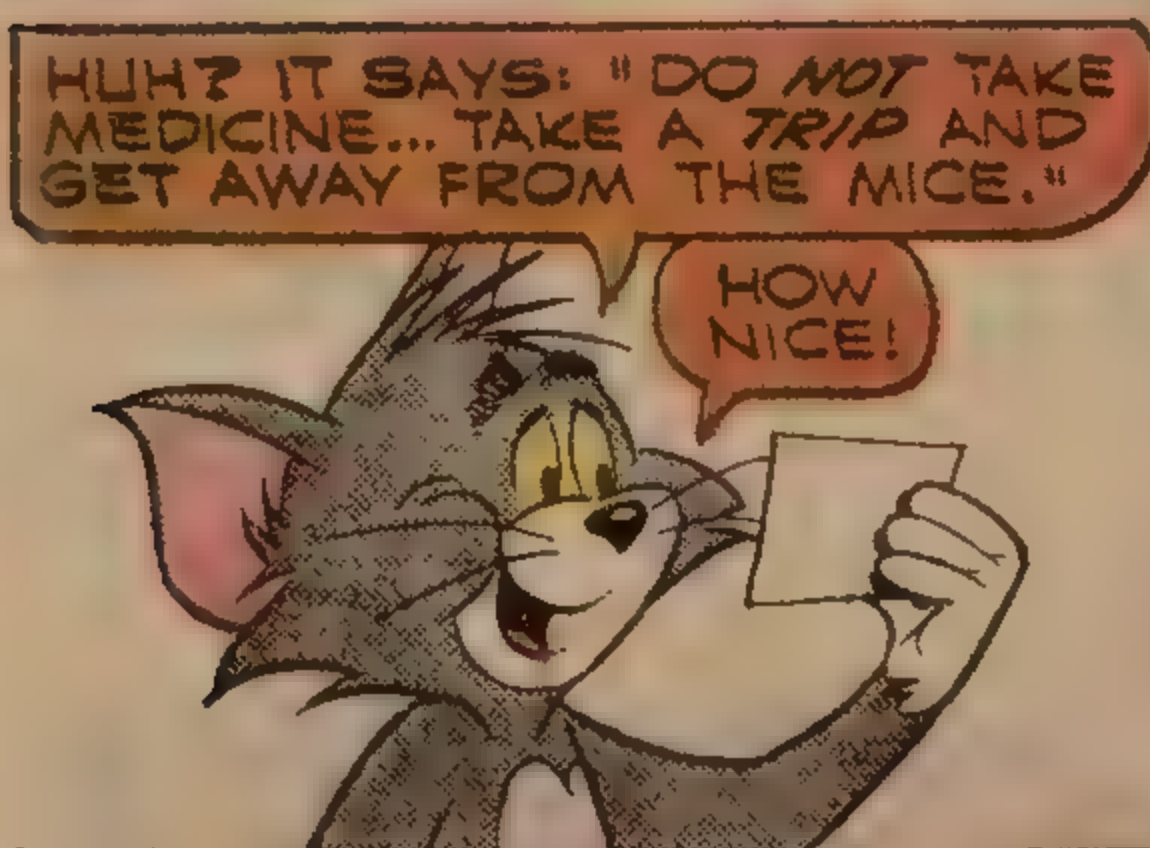
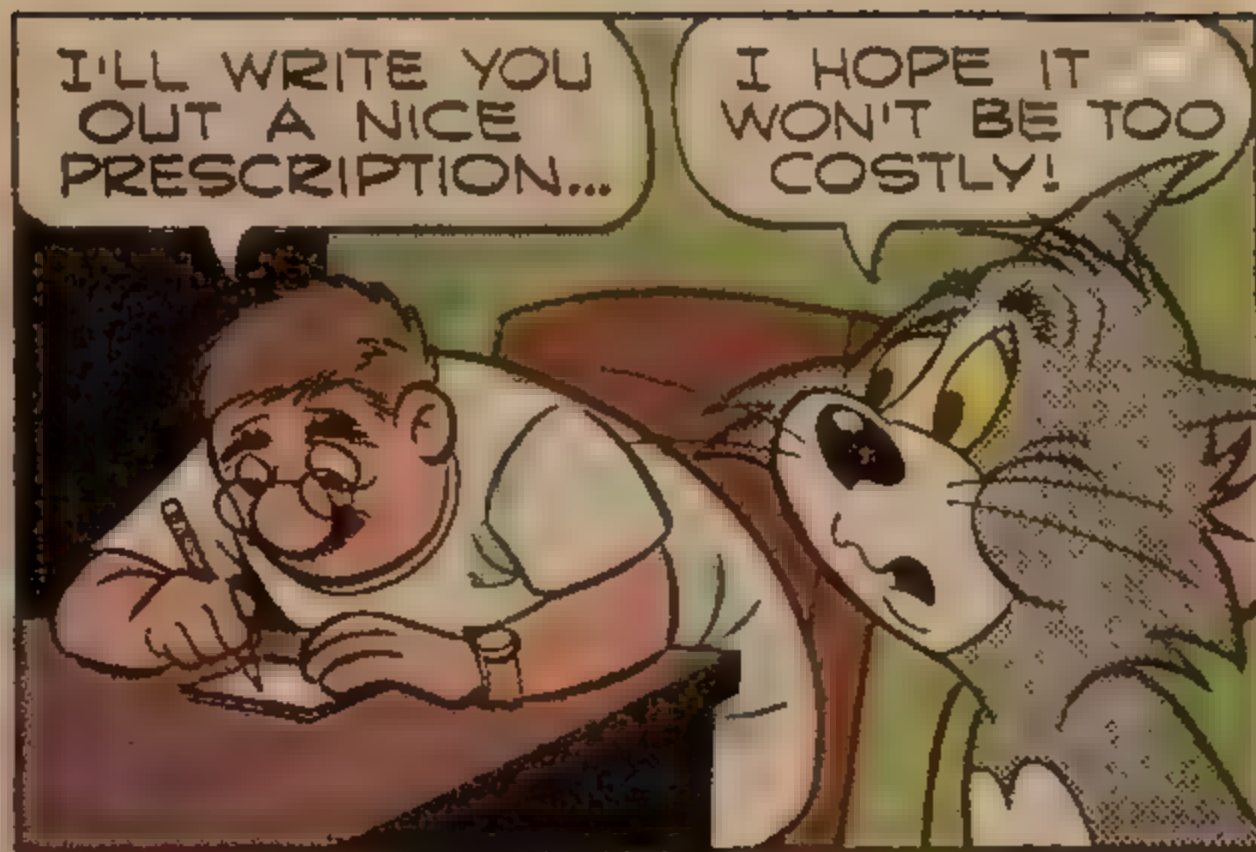
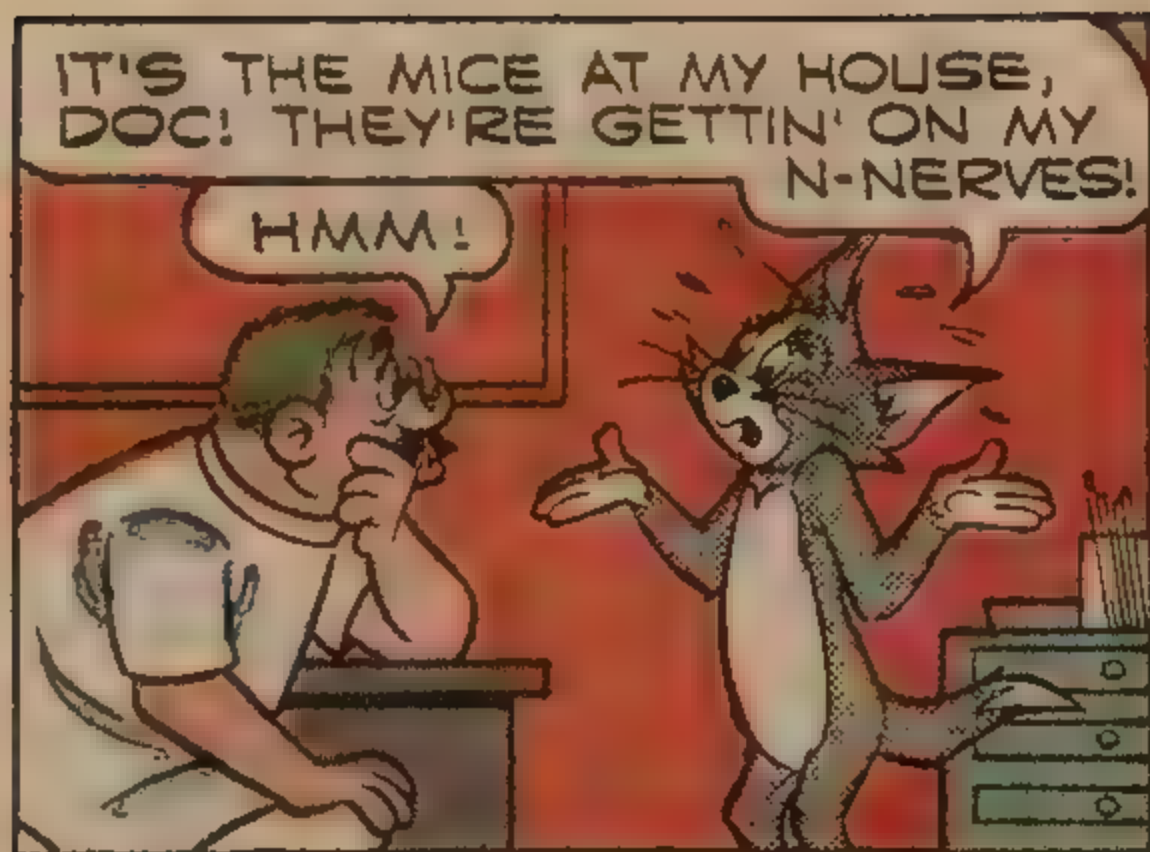
I'M GOING TO  
THE VET FOR  
A CHECKUP!



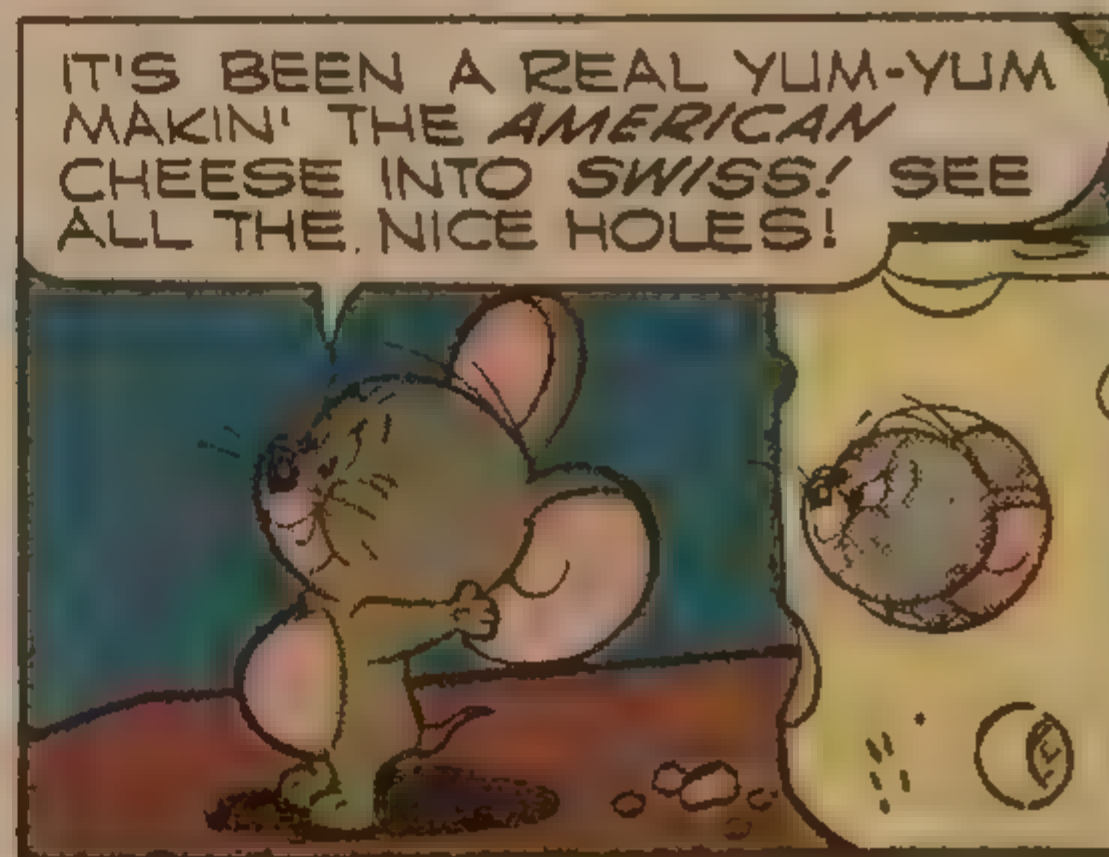
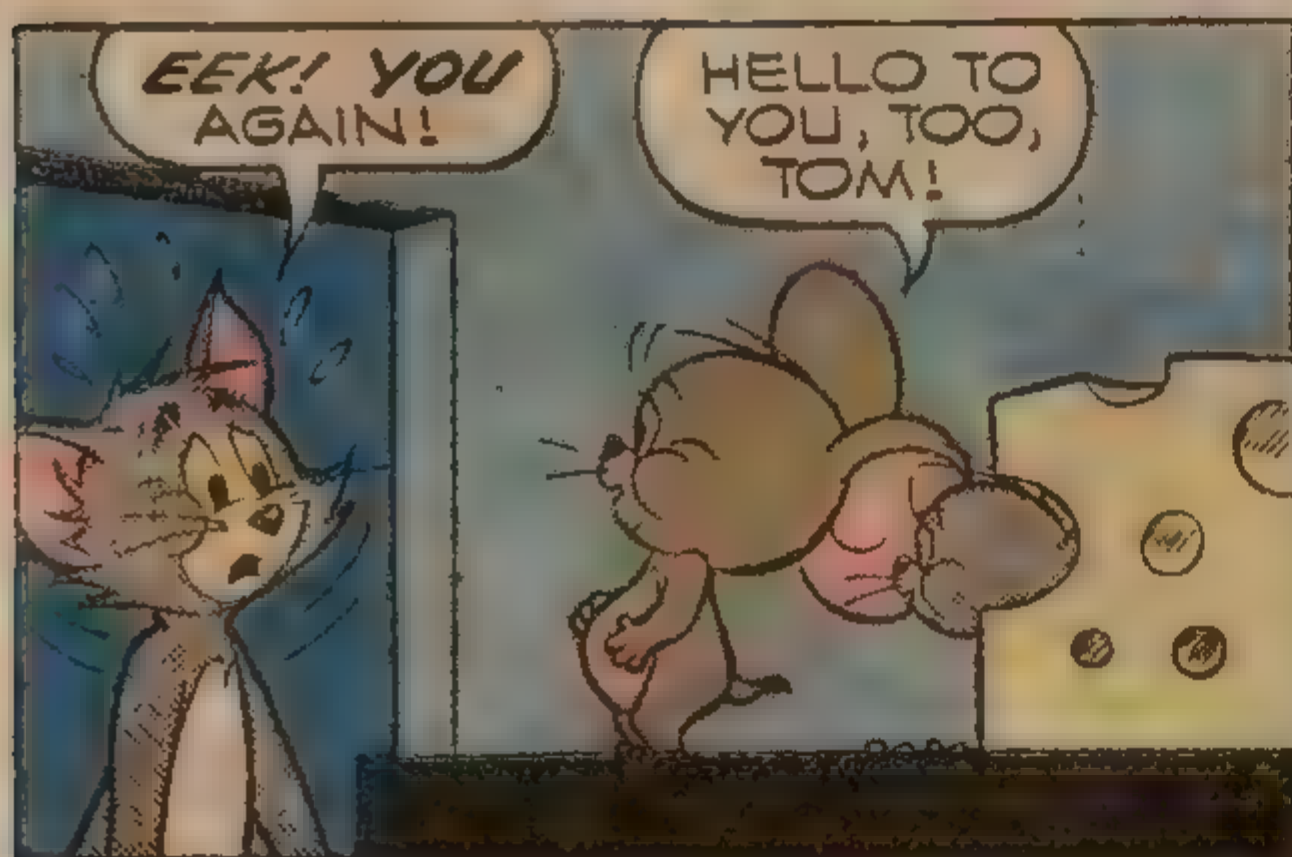
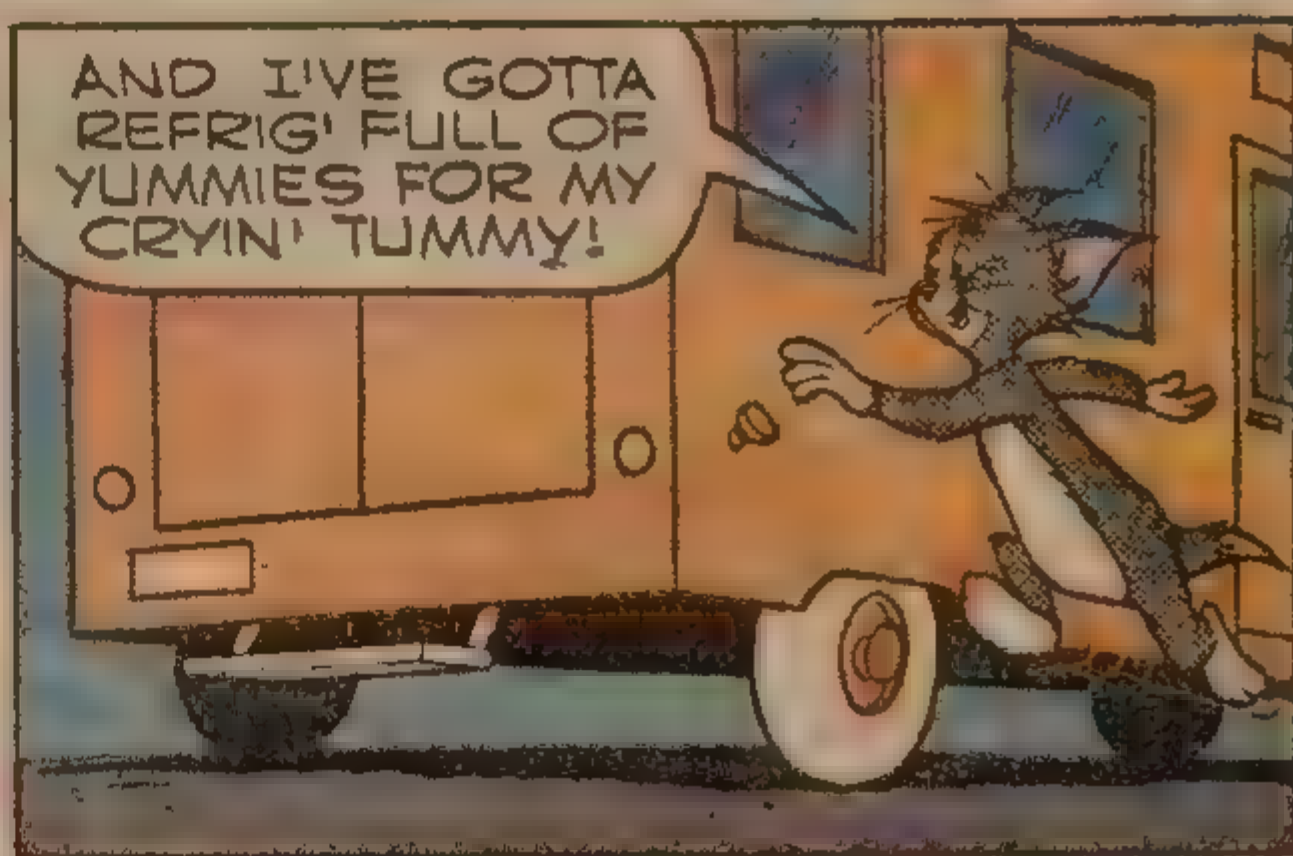
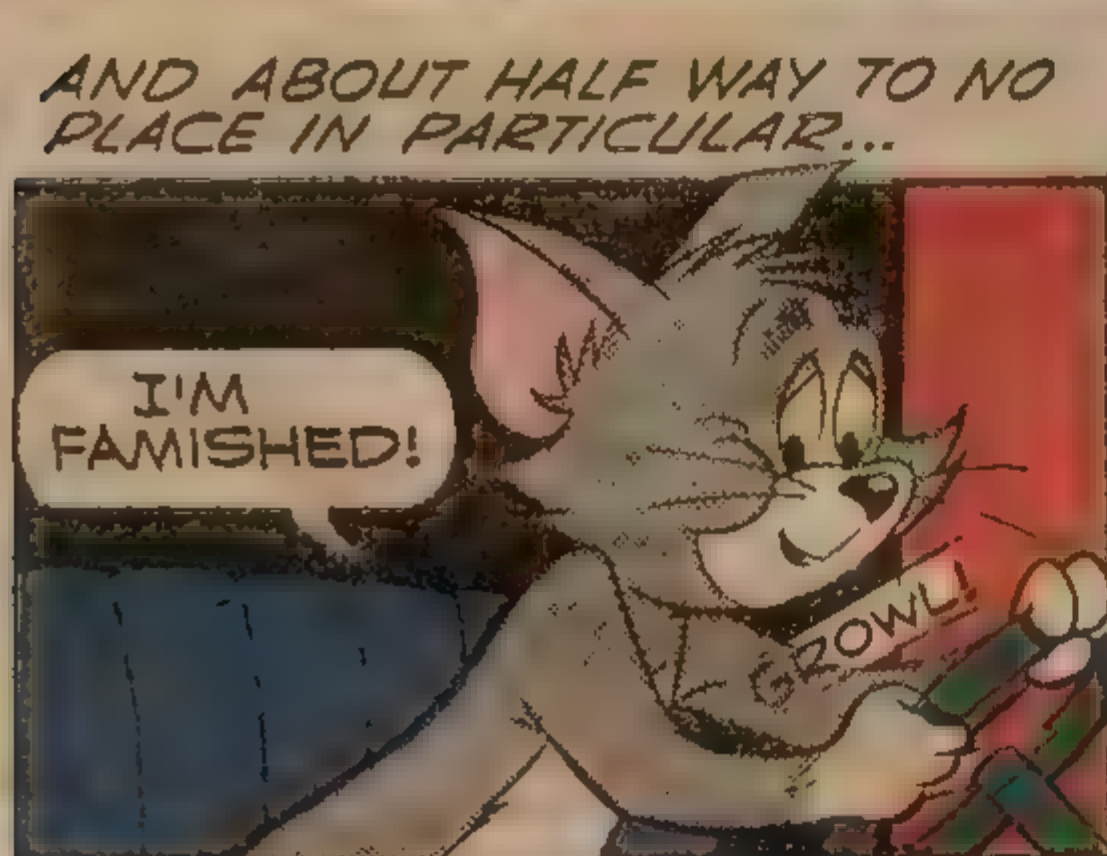
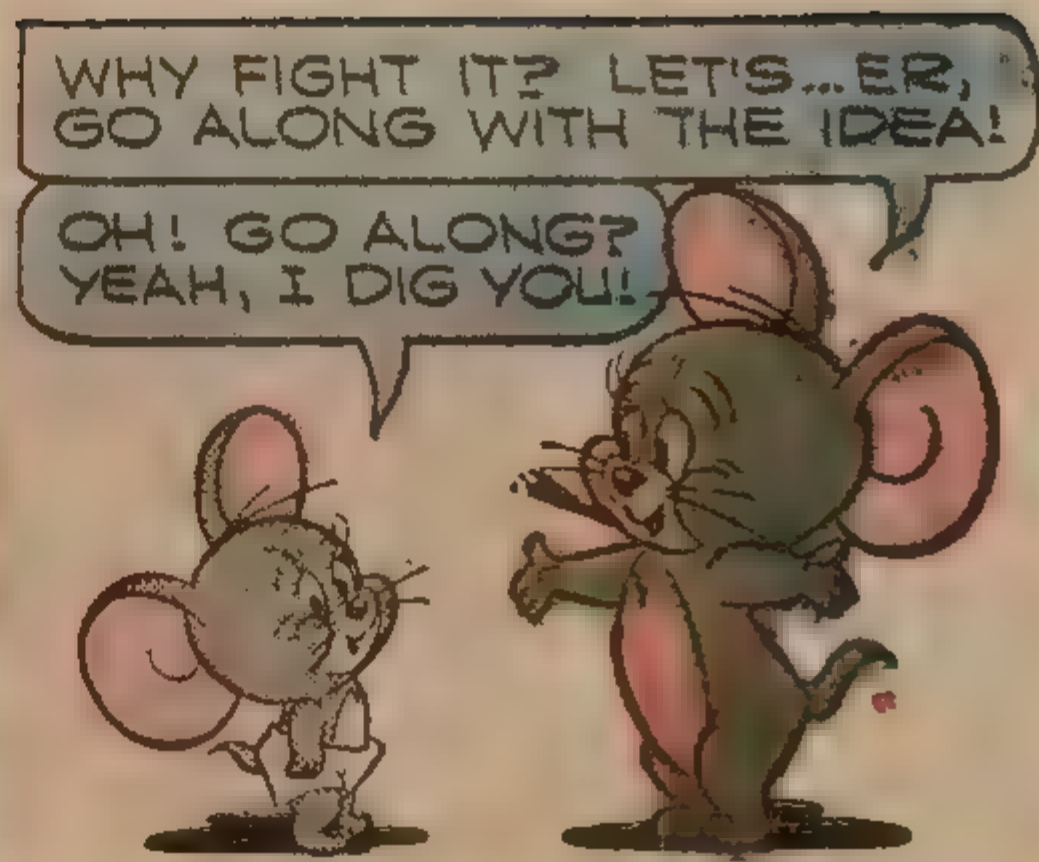
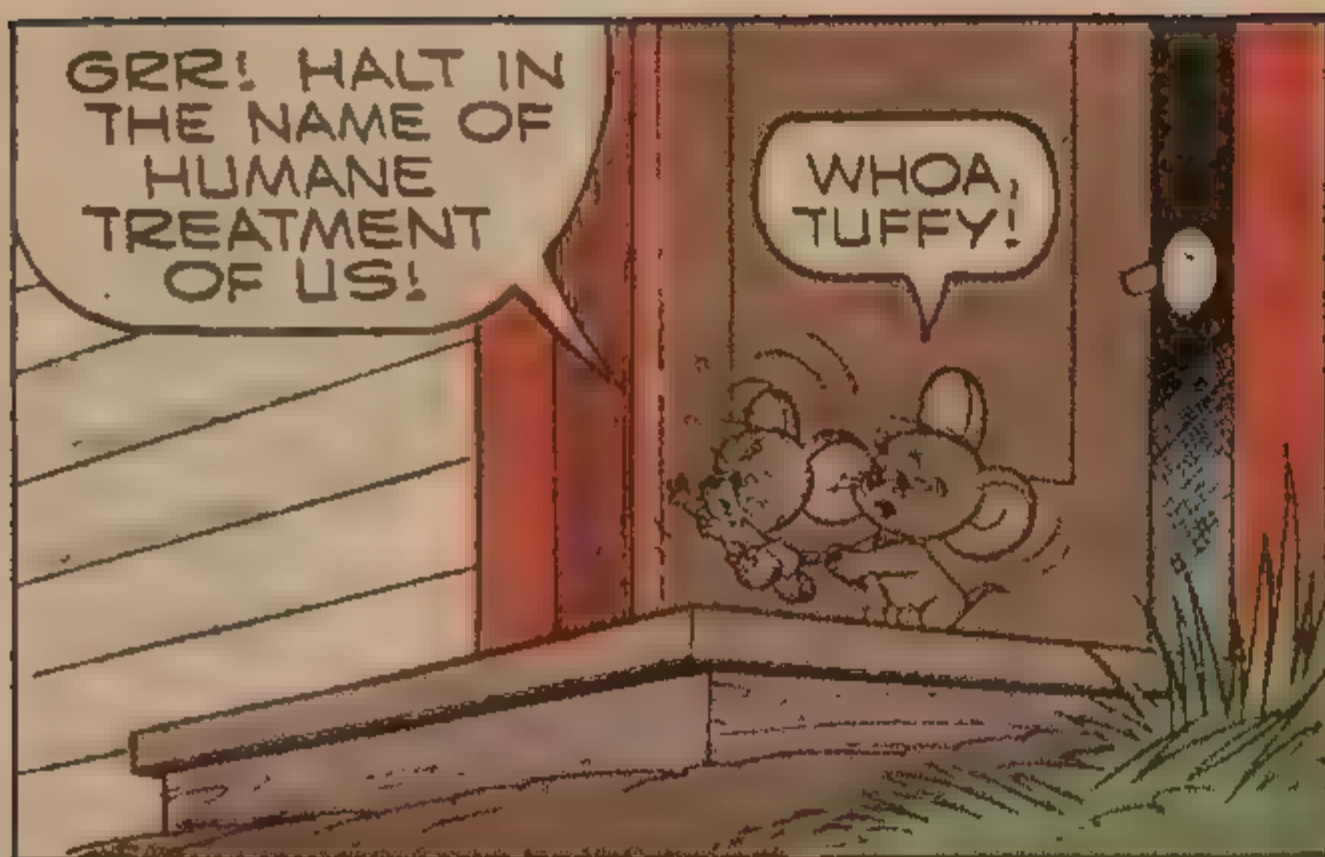
SO... HMM! AMAZING REFLEXES! I  
JUST PICK UP THE KNEE-  
TAPPING Mallet AND YOU REACT!



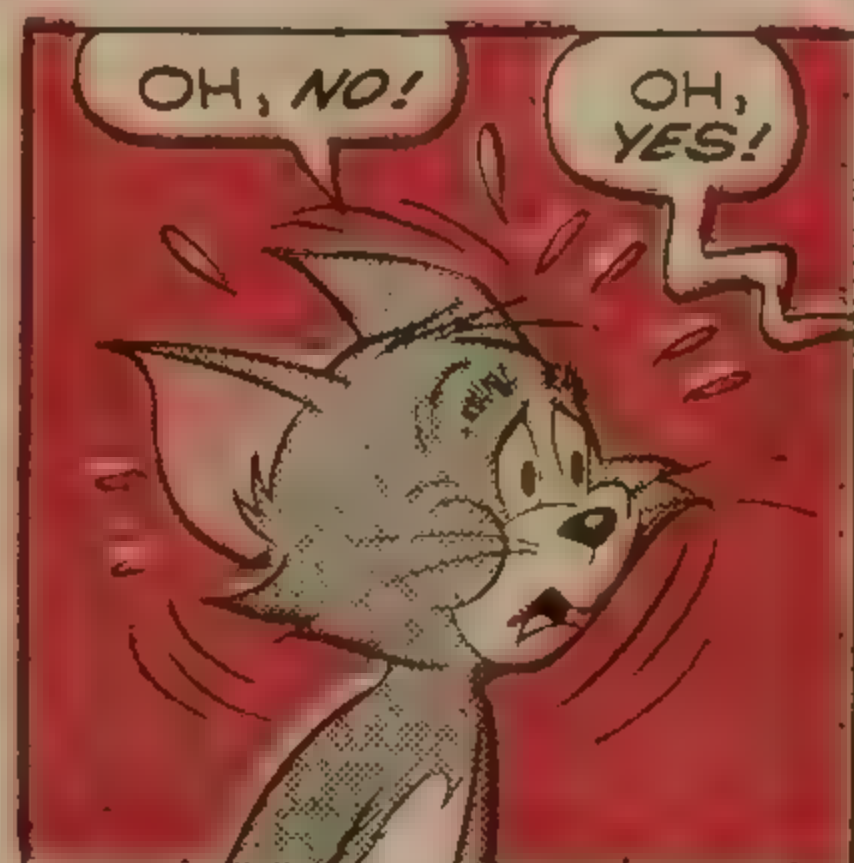
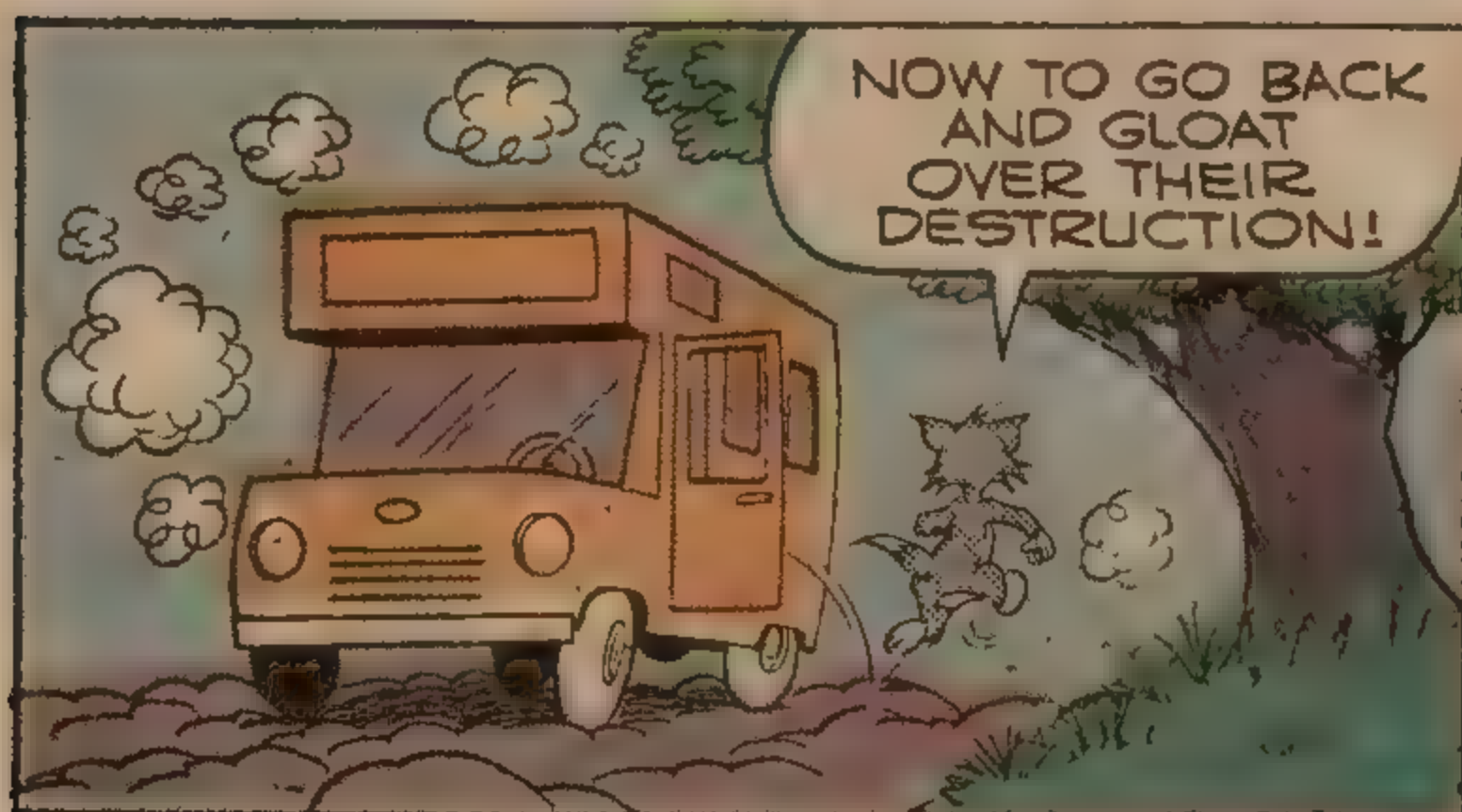
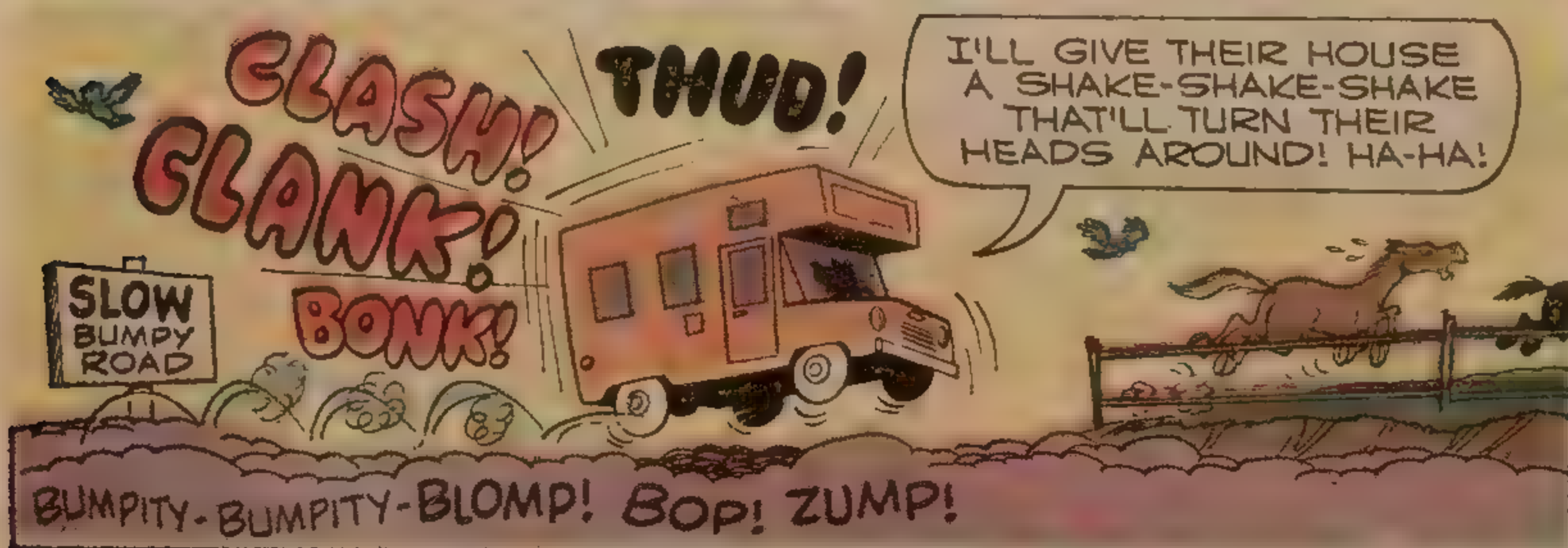
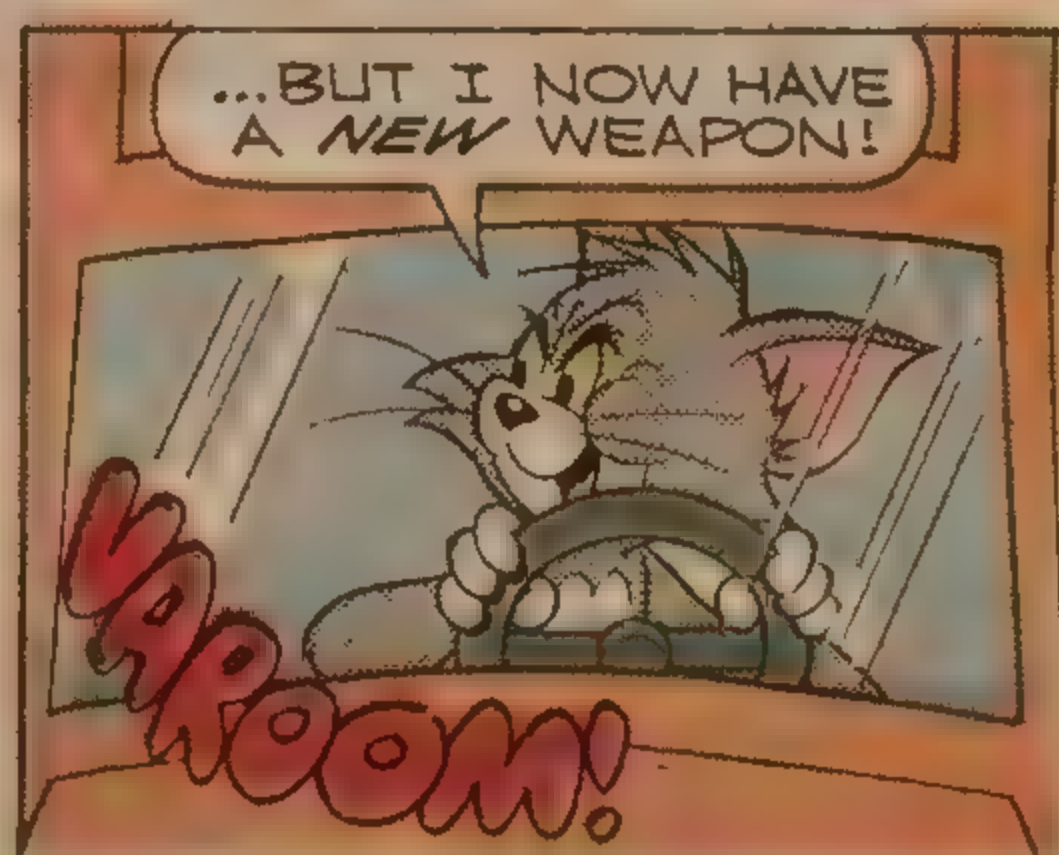
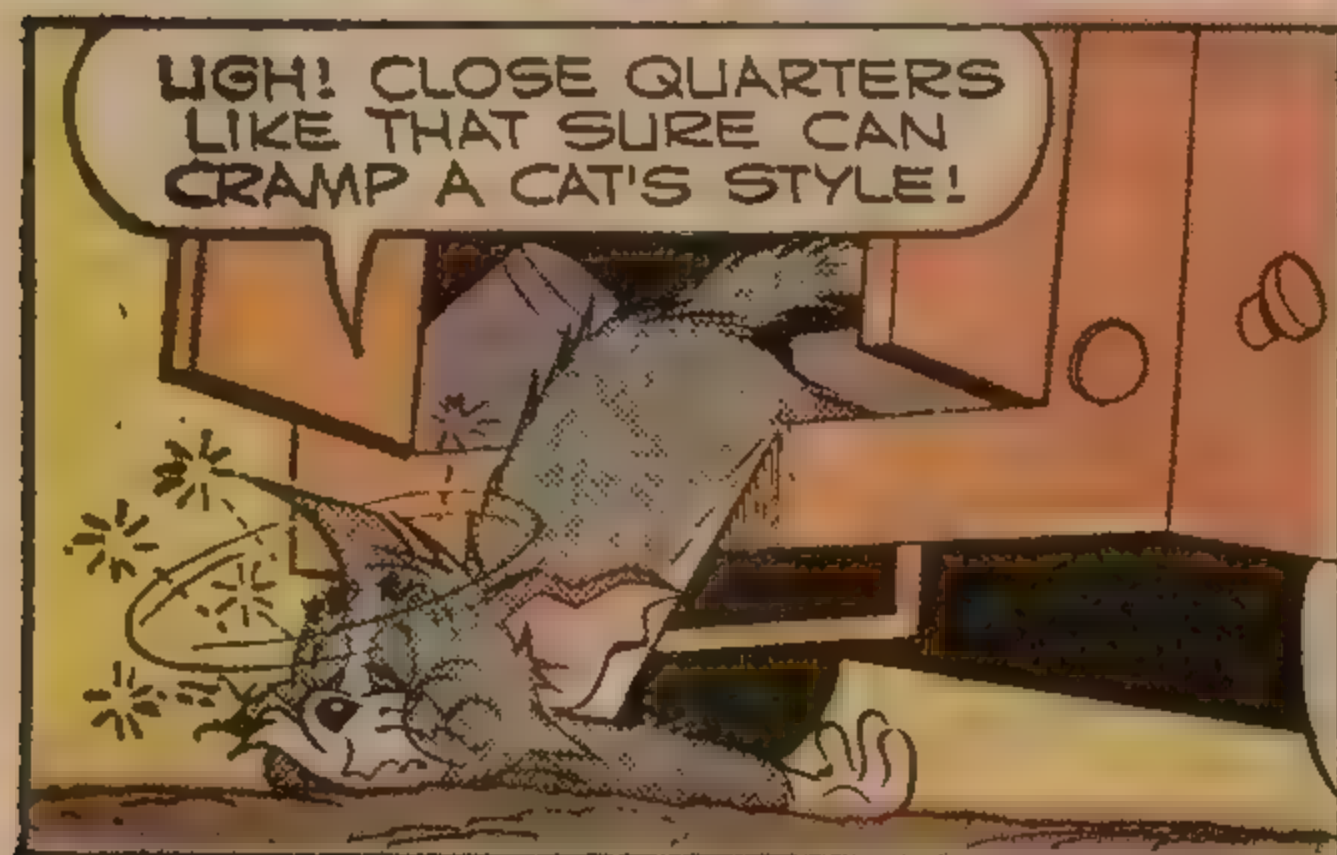
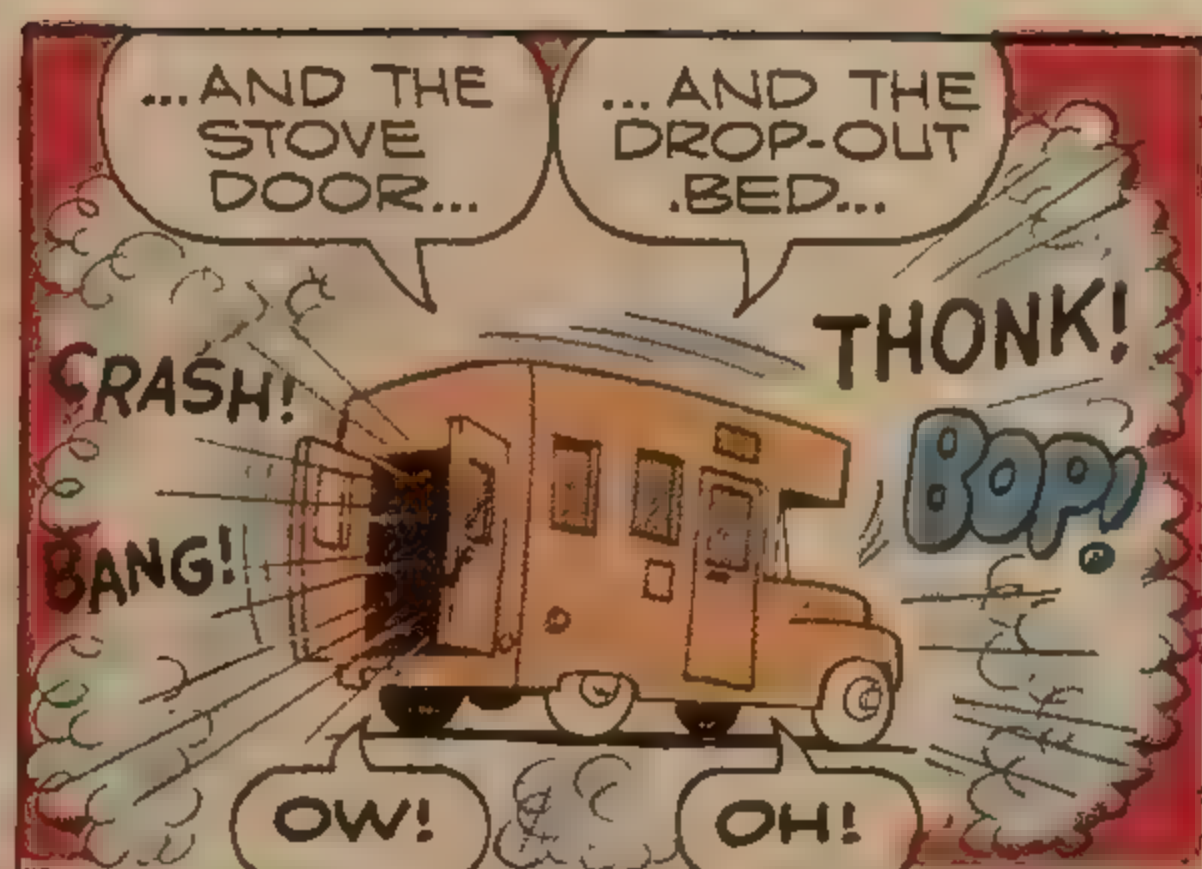
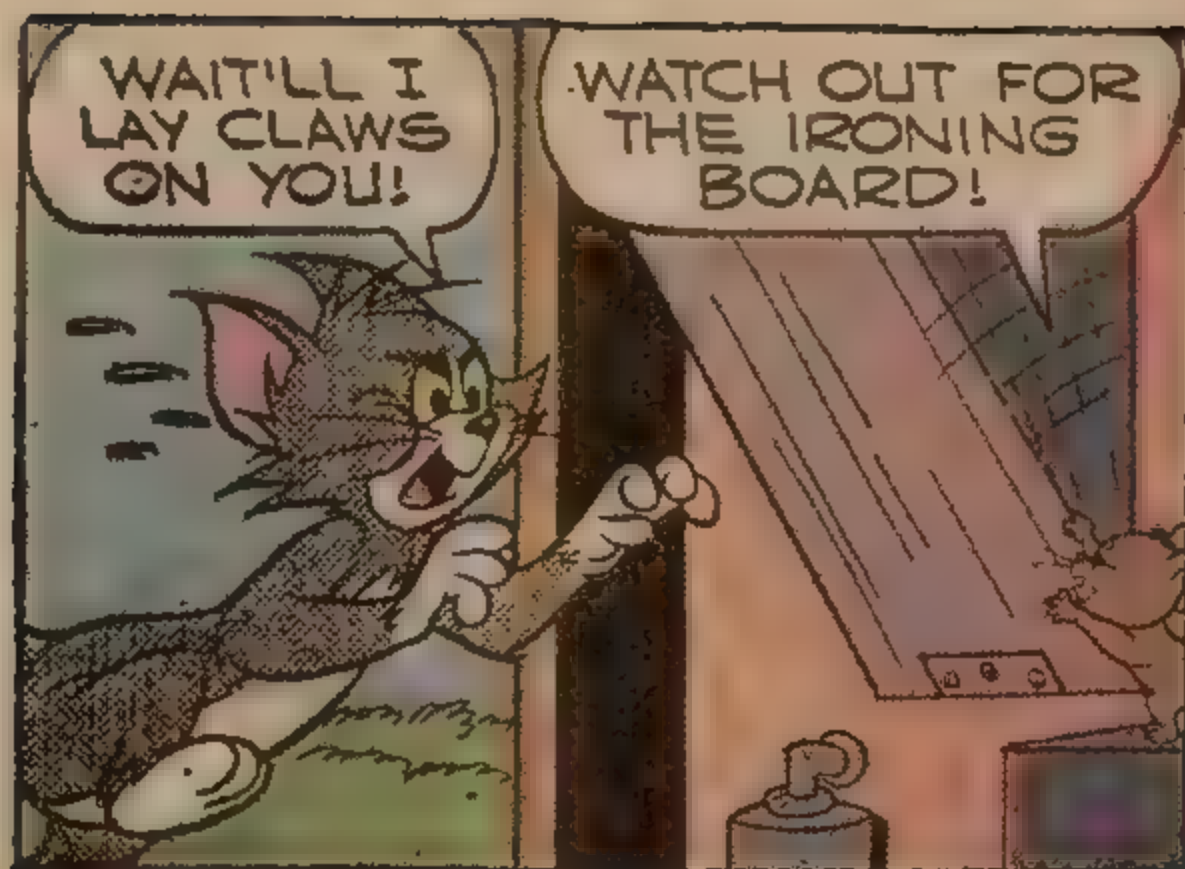




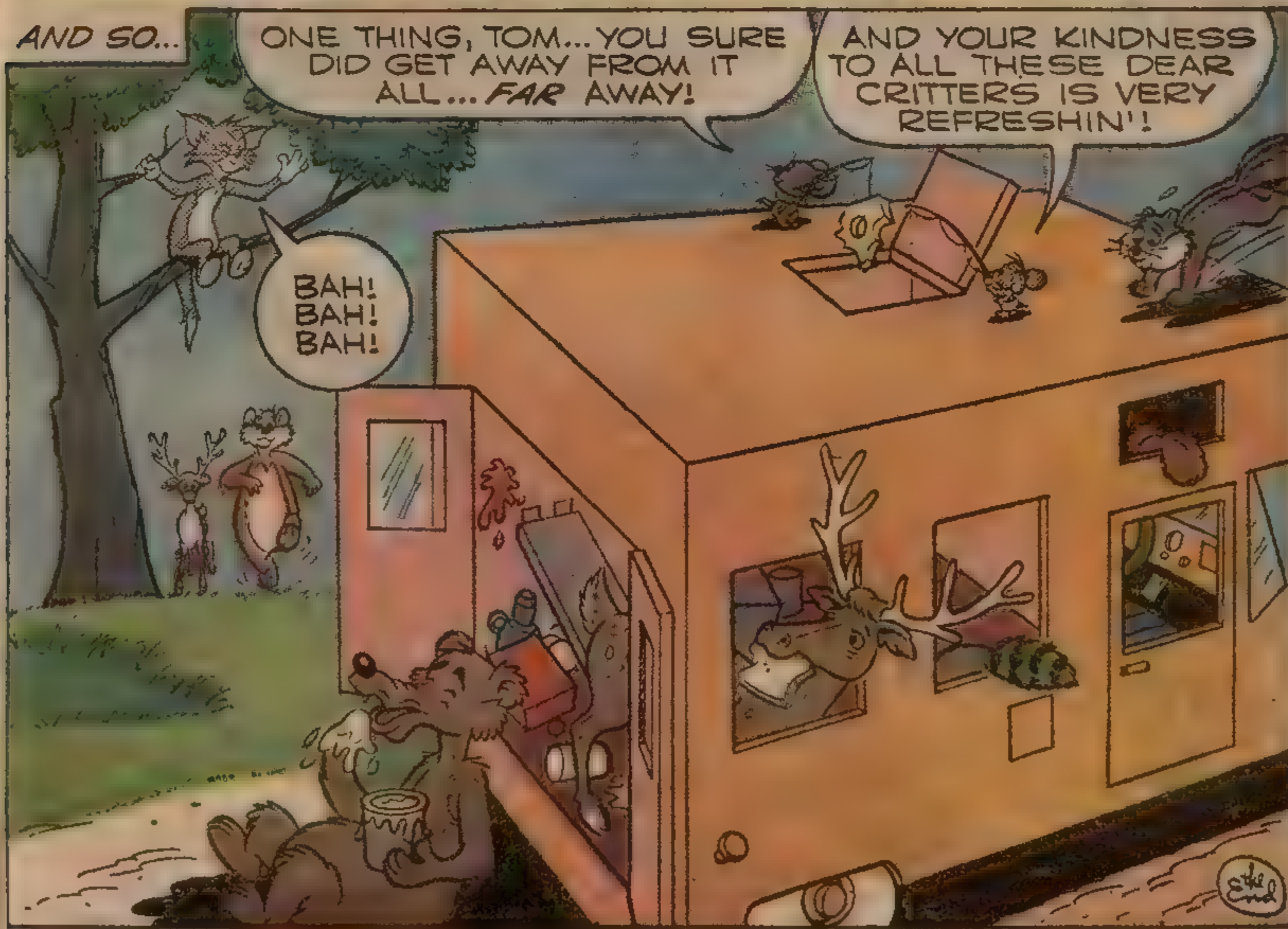
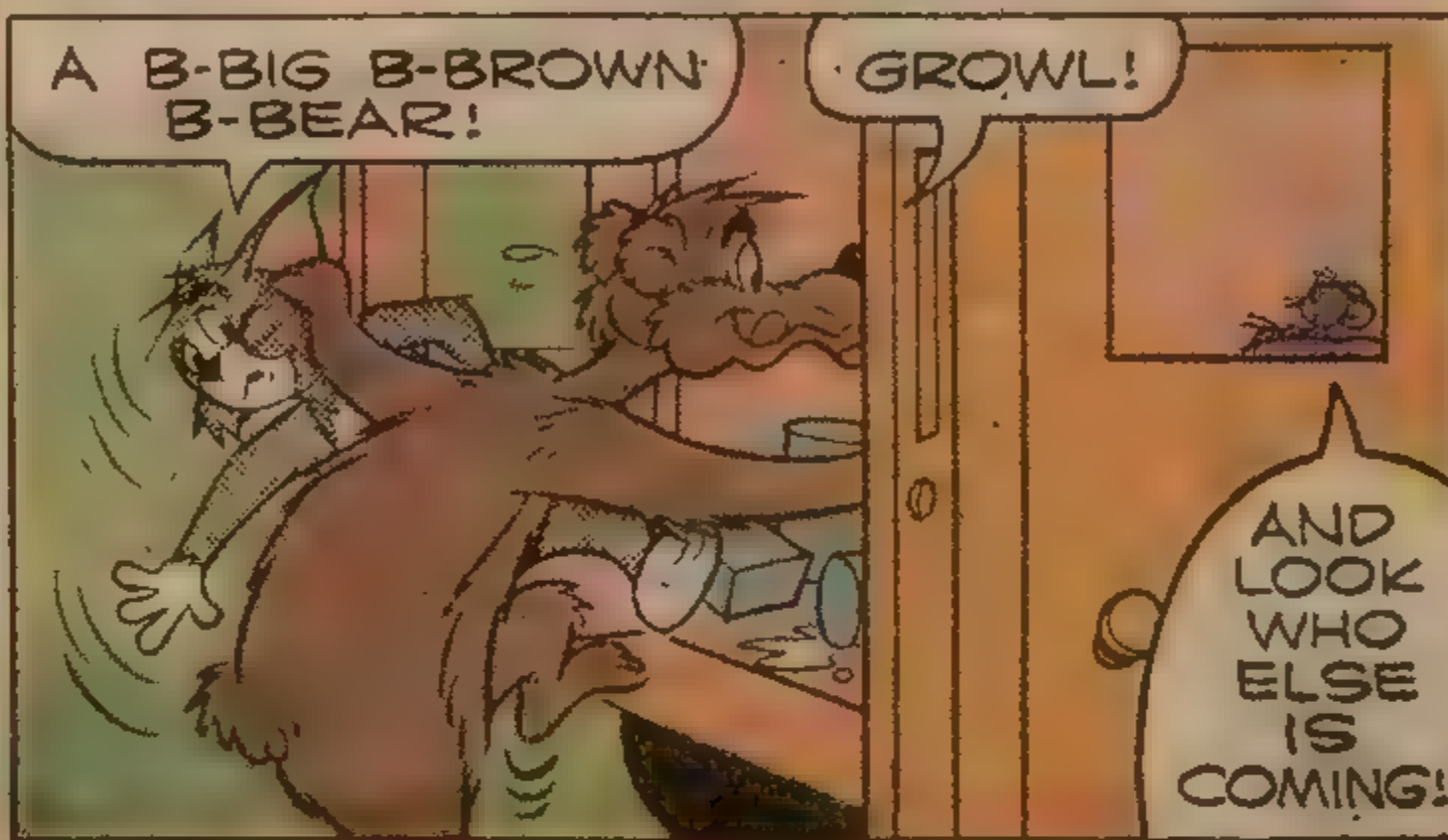
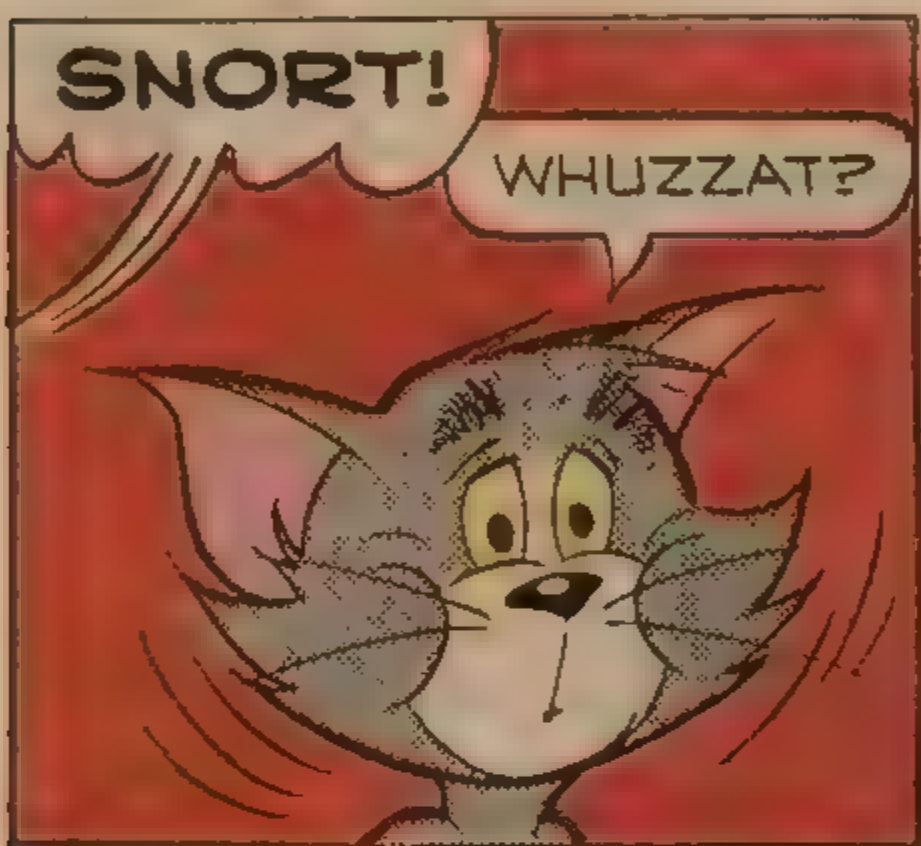
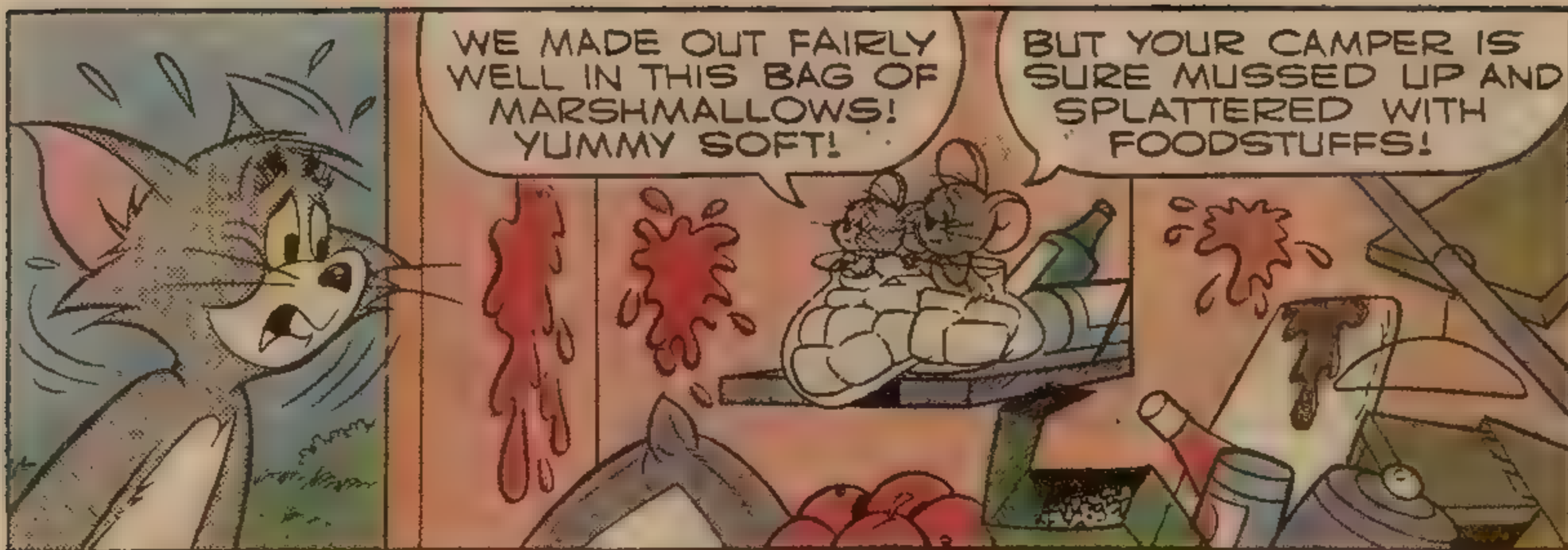












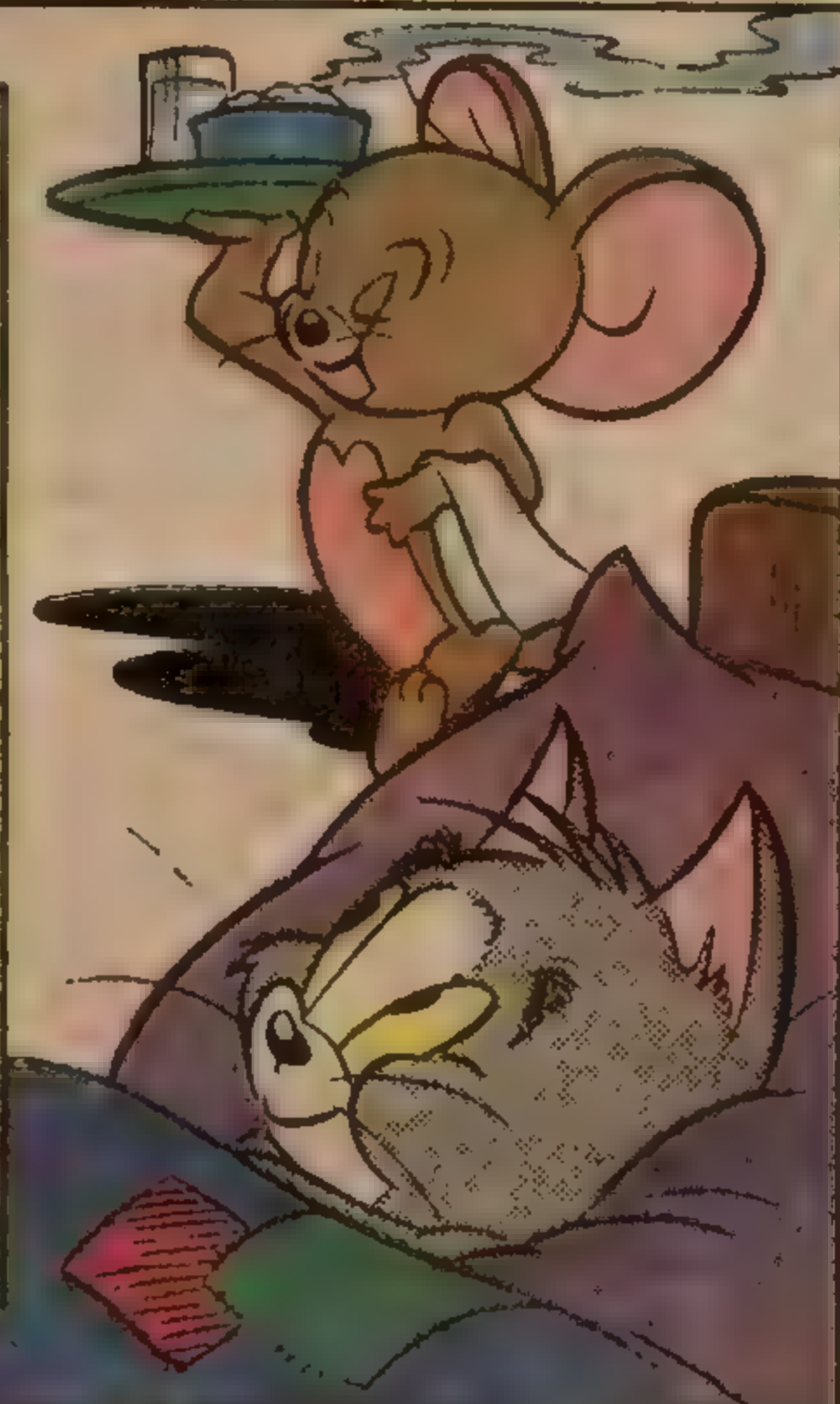


# TOM FOOLERY

B	A	R	N	E	C	A	T
N							K
D							I
G							F
E							C
P							A
B							P
W	N	A	I	L	T	M	S

Start at the letter B in the upper left-hand corner and move to the right, skipping one letter each time, and you will spell out Tom's favorite way to start the day.

ANSWER: BREAKFAST IN BED



## DROOPY'S DIPPY QUESTIONS...

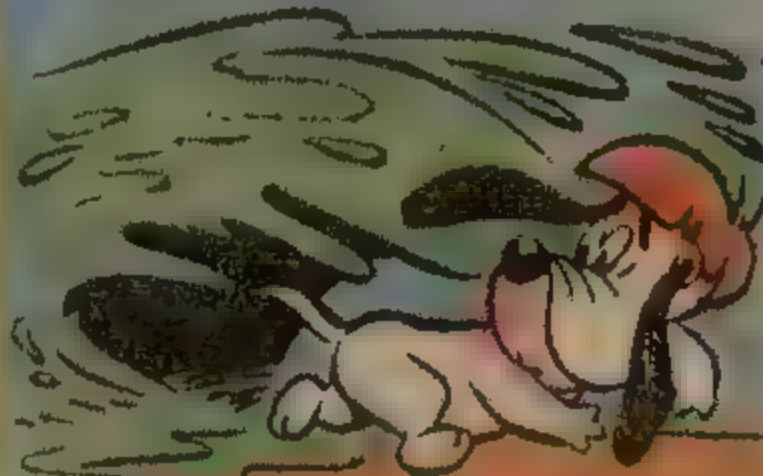


WHERE SHOULD A DRESSMAKER LIVE?



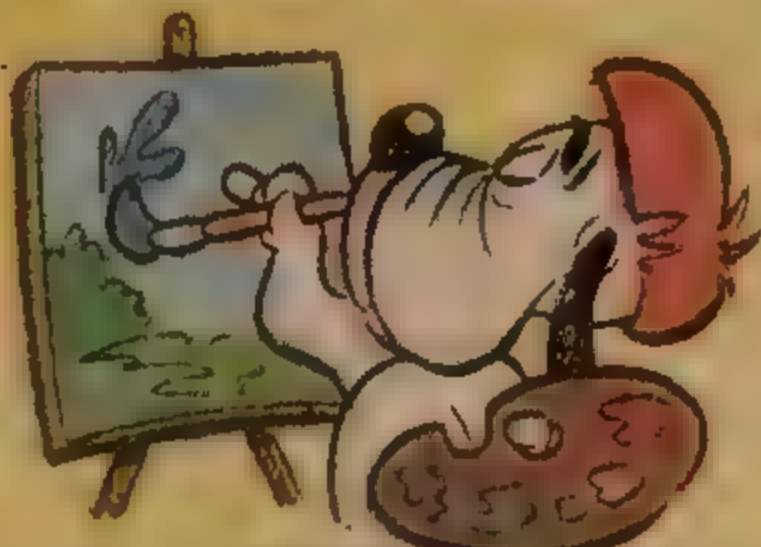
ON THE OUTSKIRTS OF THE CITY!

WHY DOES THE OCEAN GET SO ANGRY?



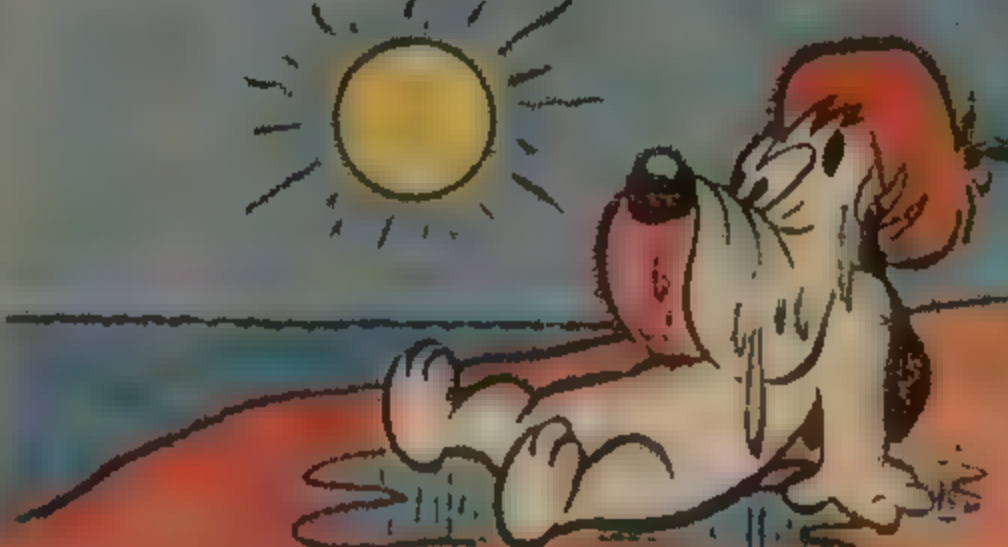
BECAUSE SO MANY PEOPLE GROSS IT!

WHAT IS RED WHEN IT IS GREEN?



A BLACKBERRY!

WHAT GETS WETTER THE MORE IT DRIES?



A TOWEL!

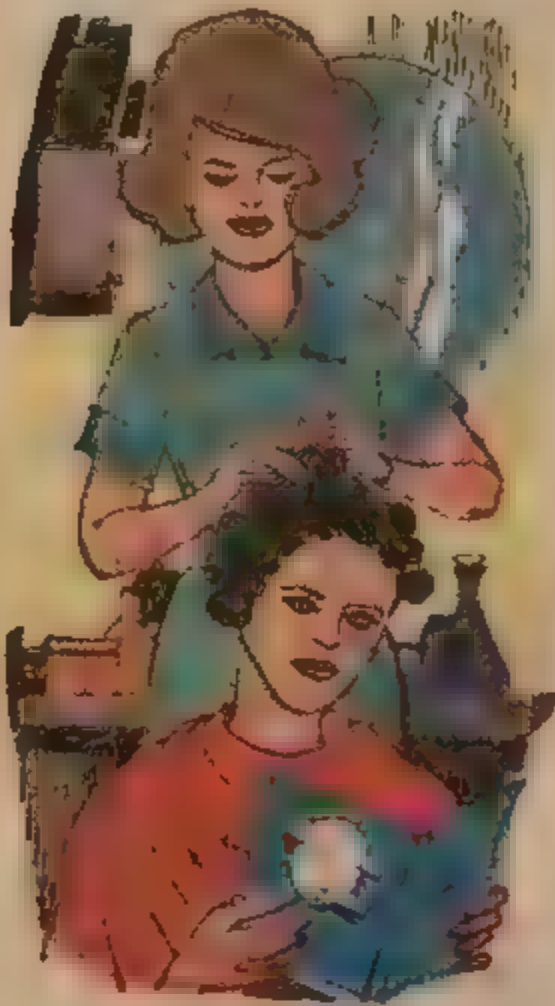


# YOUR FUTURE



© 1970 BY WESTERN PUBLISHING COMPANY, INC.

## As a COSMETOLOGIST



True or false, thick or thin, light or dark... hair will be your main interest, if you choose to be a cosmetologist.

Popularly known as beauty operators or hairdressers, cosmetologists give permanent waves, shampoo, cut, set, style, straighten, bleach, and tint hair and clean and style wigs. They also give scalp and facial treatments, manicures, and advice on make-up. Many specialize in different phases of the work and opportunities are great.

Most cosmetologists work in small independent salons, but many are employed in beauty shops in hotels and department stores. They help bring beauty and glamor to the women of the world, but often they find glamor and excitement themselves in positions with movie and television studios, on ocean liners, and in vacation resorts.

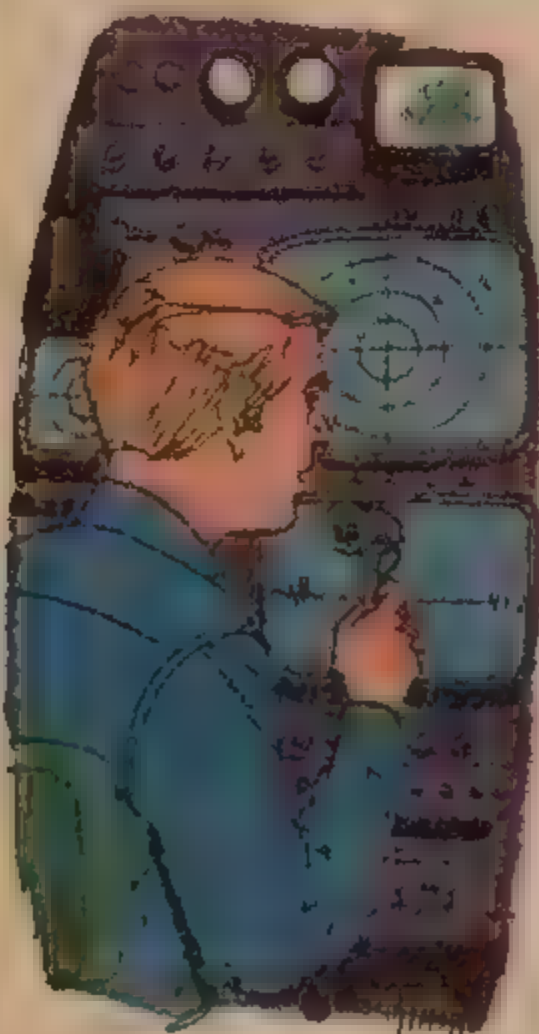
To be a cosmetologist, you must be friendly, work well with your hands, be well groomed, and have an eye for fashion. A state-approved cosmetology course, which takes from six months to a year, is required for a state license. As a beginner in the field, you can expect to earn about \$100 a week, and there is lots of room at the top, with salaries of \$300 a week or more for outstanding stylists.

# YOUR FUTURE



© 1970 BY WESTERN PUBLISHING COMPANY, INC.

## As an AIR TRAFFIC CONTROLLER



You will literally be a guardian of the airways, if you choose to be an air traffic controller. Pilots of all aircraft will rely on you to guide them along their routes or to safe landings or take-offs.

Governing several aircraft at a time, an air traffic controller gives instructions and information to pilots by radio. In doing so, he must consider the weather, geography, the amount of traffic, and the speeds and types of aircraft. He also records all messages received from the planes and operates airfield electronic equipment.

Air traffic controllers are employed by the Federal Aviation Administration. To become one, you must be at least 21 years old and speak clearly. You must pass a rigid physical examination and a Federal Civil Service test. If accepted, you would begin an extensive training period of about two years to become a controller. Demanding classroom and on-the-job training would prepare you to work under pressure and stress and to handle emergency situations, as well.

Salaries begin at about \$500 a month for a trainee. Raises are periodic. A full-fledged controller earns about \$1000 a month, and chief controllers in busy areas often earn at least \$1500 a month.

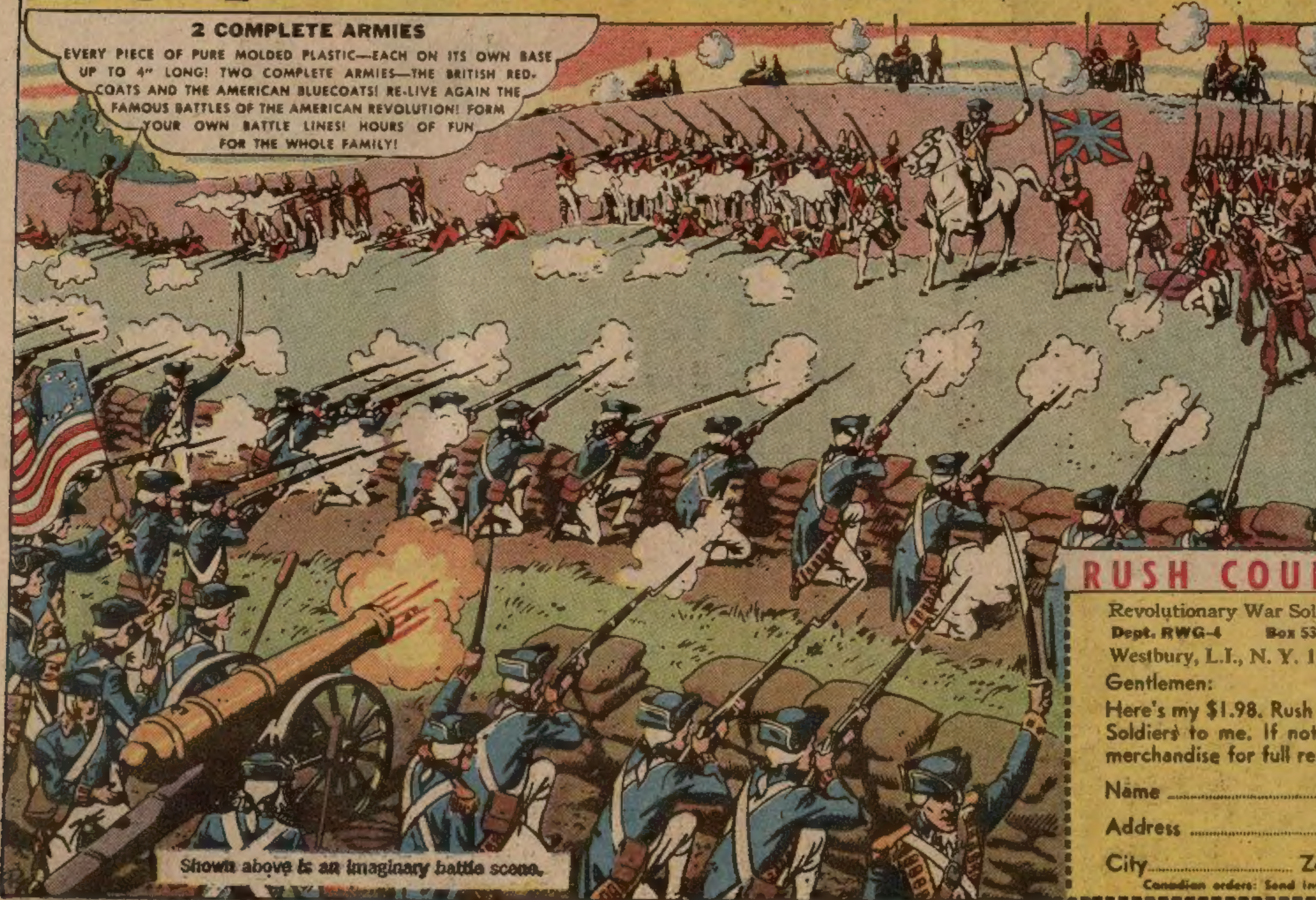


# 204 pc. REVOLUTIONARY WAR SOLDIERS set

# ONLY \$1.98

## 2 COMPLETE ARMIES

EVERY PIECE OF PURE MOLDED PLASTIC—EACH ON ITS OWN BASE UP TO 4" LONG! TWO COMPLETE ARMIES—THE BRITISH RED-COATS AND THE AMERICAN BLUECOATS! RE-LIVE AGAIN THE FAMOUS BATTLES OF THE AMERICAN REVOLUTION! FORM YOUR OWN BATTLE LINES! HOURS OF FUN FOR THE WHOLE FAMILY!



Shown above is an imaginary battle scene.

## HERE'S WHAT YOU GET:

- 36 Dragoons (Cavalrymen)
- 12 Shooting Infantrymen
- 12 Marching Infantrymen
- 12 Crouching Infantrymen
- 12 Fifers
- 12 Charging Infantrymen
- 12 Sharpshooters
- 12 Field Cannon
- 12 Cannon Loaders
- 12 Drummers
- 12 Minute Men
- 24 Mohawk Indians
- 12 Officers
- 12 Hessian Troops

## RUSH COUPON TODAY

Revolutionary War Soldiers  
Dept. RWG-4 Box 536  
Westbury, L.I., N. Y. 11590

NO  
C.O.D.

Gentlemen:

Here's my \$1.98. Rush 204 Revolutionary War Soldiers to me. If not satisfied I may return merchandise for full refund!

Name .....

Address .....

City ..... Zone ..... State .....

Canadian orders: Send international money order for \$2.50.



# AMAZING \$1 ART OFFER

4 Lovable Wide-eyed Puppies in Full Color for Your Home



NANETTE



POPPER



CLIPPER



DUFFY

**Excitingly Beautiful Original Oil Paintings  
Reproduced as Large Full Color Art Prints**

## ALL 4-YOURS ONLY \$1

To bring new decorating dash to the walls of your home, or to spice up a children's room or den, place these lovable puppies with their all-too-human expressions where everyone can see and admire them. They've got instant appeal and create a feeling of warmth and joy. That's because the artist, Coby, seems to know exactly the right touch to make these irresistible paintings spring to life. Painted with love, each of the characters will capture a special place in your heart. Unfortunately it is impossible to show all the warmth and beauty from the small illustrations shown here. Only when you see them in your home can you fully appreciate their marvelous appeal and fine artistry.

### OFFER WILL NOT BE REPEATED THIS SEASON

To bring this decorating beauty and simple joy of living into your home now, we urge you to order right away while our supply lasts. Portraiture of animals is the latest rage and these are certain to go fast. In order to show some of the craftsmanship and intricate detail in all the pictures, we have shown one picture larger than the rest. Actually all four fine full color art prints are the same size, a full 11" x 14" decorator size. So hurry, order now, this offer will not be repeated this season in this magazine.

© Copyright 1970, Colonial Studios

**COLONIAL STUDIOS, DEPT. BD-6**  
20 Bank Street, White Plains, New York 10606

Please send me the four full color 11" x 14" Puppy prints for only \$1 plus 10¢ postage and handling on full money back guarantee if I am not delighted.

Enclosed is \$..... (Print Clearly)

Name .....

Address .....

City ..... State ..... Zip .....

☐ **SAVE! SPECIAL OFFER:** Order three sets of prints only \$2.00 (You save \$1.30). Extra sets make ideal gifts.



# DO YOU NEED EXTRA MONEY?

**NEW!**  
RADIANT  
SPLENDOR  
CHRISTMAS  
ASSORTMENT  
20 really  
deluxe cards  
Excitingly  
different



It costs you nothing to try

## \$100.00 IS YOURS



**NEW!**  
SPARKLING  
PETS  
ALL OCCASION  
ASSORTMENT  
15 heart-warming  
large cards of  
unusual appeal  
So adorable



**NEW!**  
DELUXE CHRISTMAS  
GIFT WRAPPING  
ASSORTMENT  
18 gay, colorful  
large sheets  
Terrific

for selling only 100 boxes of our new Radiant Splendor Christmas Card assortment. You make \$1.00 for selling 1 box, \$2.00 for 2 boxes, \$10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards.

Cut out entire Business Reply Coupon below—mail it today

—and we will send you immediately leading boxes on approval—FREE Catalog of money-making Greeting Cards and Gifts—plus FREE samples of personalized Christmas Cards. No experience necessary.



**NEW!**  
DAISY LETTERS  
IN-THE-ROUND  
STATIONERY  
30 large 7" diameter  
sheets. Bright smashing  
colors, solid color  
envelopes. Latest vogue

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150—\$250—\$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

CUT OUT  
ENTIRE  
BUSINESS  
REPLY  
ENVELOPE  
BELOW  
•  
No Stamp  
Necessary

**FREE SAMPLES**  
PERSONALIZED  
CHRISTMAS CARDS  
and FREE 80-PAGE  
FULL COLOR CATALOG  
OF OUR ENTIRE  
CARD AND GIFT LINE

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW. FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY. SEAL (PASTE OR TAPE) AND MAIL TODAY — No Stamp Necessary

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE  
**CHEERFUL CARD COMPANY, Dept. X-27**  
White Plains, New York 10606

**YES, RUSH MY CHRISTMAS CARD SAMPLE KIT**

I want to make extra money. Please rush me immediately leading boxes on approval for 30 day free trial plus FREE samples of personalized Christmas cards, FREE 80-page Full Color Catalog of money-making Gifts and Cards and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

*Fill in your name and address below — No stamp necessary*

Name \_\_\_\_\_ Apt. No. \_\_\_\_\_  
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

If writing for an organization, give its name here \_\_\_\_\_

DO NOT CUT HERE → JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage  
Will be Paid  
by  
Addressee

No  
Postage  
Stamp  
Necessary  
If Mailed in the  
United States

**BUSINESS REPLY MAIL**

First Class Permit No. 589, White Plains, New York


**CHEERFUL CARD COMPANY**

20 Bank Street

White Plains, New York 10606

Dept. X-27



A cartoon panel featuring Jerry the mouse. He is standing on a brown, textured ground, looking at a large, folded newspaper. The newspaper is spread out on the ground, with the words "MORNING" and "NEWS" visible on its pages. Jerry is wearing his signature white shirt and bow tie. He has a speech bubble above him that says "WHAT'S THAT THING OVER THERE?". In the background, there is a red wall and some green foliage. The overall style is classic cartoon art with bold lines and a limited color palette.

WHAT'S THAT THING OVER THERE?

LOOKS LIKE SOMEONE  
WASTED AN ENTIRE  
TREE PRINTING OUT A  
WEB PAGE!

JOJO